

agenda

SBC Workshop

March 2-3, 7-8, 2022

Abuja FCT

DAY 1

Session Title	Timing	Facilitator
Registration	8:30 - 9:00	All Participants
Welcome & Introductions	9:00 - 9:40	FGoN, Adunola Oyegoke
Workshop Objectives	9:40 - 9:50	Adunola Oyegoke
Pretest	9:50 - 10:20	Sarbyen Shen
Overview of P Process	10:20 - 11:05	Olukemi Adeyoju
Tea Break	11:05 - 11:35	All Participants
Audience Segmentation	11:35 - 12:20	Elizabeth Serleimitsos
FOGG Behavioural Grid	12:20 - 12:50	Elizabeth Serleimitsos
Situation Analysis: Vaccination	12:50 - 13:35	Olayinka Umar-Farouk
Lunch	13:35 - 14:35	All Participants
WHO/SAGE 3Cs Model	14:35 - 15:00	Justin DeNormandie
Segmentation for Vaccination	15:00 - 16:00	Johnson & Johnson
Ideation Analysis for Vaccination	16:00 - 16:45	Justin DeNormandie
Feedback and Wrap Up	16:45 - 17:00	Adunola Oyegoke



agenda

SBC for COVID-19 Workshop

March 3-4, 7-8, 2022

Abuja FCT

DAY 2

Session Title	Timing	Facilitator
Registration	8:30 - 9:00	All participants
Recap from Day 1	9:00 - 9:30	Olukemi Adeyoju
P Process: Where are we?	9:30 - 9:45	Olukemi Adeyoju
Situation Analysis: Prevention & Testing	9:45 - 10:30	Olayinka Umar-Farouk
The Extended Parallel Process Model	10:30 - 11:30	Babafunke Fagbemi
Insights on Testing & Prevention	11:30 - 12:00	Justin DeNormandie
Tea break	12:00 - 12:30	All participants
Stages of Behavior Change	12:30 - 13:15	Olayinka Umar-Farouk
Lunch	13:15 - 14:15	All participants
What is a Creative Concept	14:15 - 14:45	Justin DeNormandie
The 7Cs of Communication	14:45 - 15:15	Olukemi Adeyoju
Reflection on Existing Campaign Materials	15:15 - 15:45	Olukemi Adeyoju
Post Test	15:45 - 16:45	Sarbyen Sheni
Wrap up & Closing Remarks	16:45 - 17:00	FMOH

COVID-19 Campaign Development Workshop

March 3-4, 7-8, 2022

Abuja FCT

DAY 3

Session Title	Timing	Facilitator
Registration	8:30 - 9:00	All participants
Recap from Day 2	9:00 - 9:30	Olukemi Adeyoju
P Process: Where are we?	9:30 - 9:45	Olukemi Adeyoju
Overview of the Next 2 Days	9:45 - 9:55	Justin DeNormandie
Review: What is a Creative Concept	9:55 - 10:10	Justin DeNormandie
Small Group Concept Development (includes tea break)	10:10 - 12:40	All participants
Shark Tank Pitches Round I	12:40 - 13:10	All participants
Small Group Concept Development (includes lunch break)	13:10 - 16:20	All participants
Shark Tank Pitches Round II	16:20 - 16:50	All participants
Feedback and Wrap Up	16:50 - 17:00	All participants

SBC Workshop on COVID-19

March 3-4, 7-8, 2022

Abuja FCT

DAY 4

Session Title	Timing	Facilitator
Registration	8:30 - 9:00	All participants
Recap from Day 3, Overview for Day 4	9:00 - 9:30	Olukemi Adeyoju
Small Group Concept Development	9:30 - 12:15	All participants
Shark Tank Pitches Round III (Final Pitch)	12:15 - 12:45	All participants
Selecting the Top Big Ideas	12:45 - 13:00	Justin DeNormandie
Lunch	13:00 - 14:00	All participants
Presentation of Finalists and Next Steps	14:00 - 14:30	USAID
Vote of Thanks	14:30 - 15:00	Ian Tweedie, Olayinka Umar-Farouk, FGoN