

# Agenda

## Regional Workshop for Focal Points of Communication in Asia and the Pacific 2024

Le Meridien Hotel, Putrajaya, Malaysia (26 - 28 November)



Day 1		
Time	Theme	Speaker/Facilitator *
08:30 – 09:00	Registration	WOAH + Malaysia Department of Veterinary Services (DVS)
09:00 – 09:10	Opening remarks: WOAHA	Lesa Thompson (WOAH)
09:10 – 09:25	Introduction and objectives of the workshop (15 min)	Basilio Valdehuesa (WOAH)
09:25 – 10:00	Self-introduction + icebreaker Group photo (level 3 pool)	WOAH Facilitators
10:00 – 10:20	Coffee break	
10:20 – 10:40	Rights and responsibilities of WOAHA Comm Focal Points + WOAHA communication strategy update	Elise Pierrat (WOAH HQ)
10:40 – 10:55	Engaging in the standard-setting process	Lesa Thompson (WOAH)
10:55 – 11:05	Country experience 1: Experience of being an FP with examples of activity at the local level - Mongolia	Ganchimeg Baasanjav (Mongolia GAVS)
11:05 – 11:15	Regional and sub-regional updates on WOAHA communication materials and campaigns	Basilio Valdehuesa (WOAH)
11:15 – 11:30	Improving disease notification to WOAHA: Asia-Pacific experience in supporting early threat warning (active search activity)	Guillaume Maltaverne (WOAH)
11:30 – 12:00	Q&A / Discussion	
12:00 – 13:00	Lunch	
13:00 – 13:30	Communications review: Foundational concepts, objectives of communication & audience analysis	Basilio Valdehuesa (WOAH)
13:30 – 14:30	Communications review: Exercise 1 	WOAH Facilitators
14:30 – 15:00	Coffee break	
15:00 – 15:20	Country experience 2: Example of communication campaign (Sri Lanka)	Subashani Kurugala (Sri Lanka DAPH)
15:20 – 16:00	Communications review: Talking point development and the 7Cs of communicating	Guillaume Maltaverne (WOAH)
16:00 – 17:00	Communications review: Exercise 2 	WOAH Facilitators
17:00 – 17:15	Wrap-up and end of Day 1	
18:00 – 20:00	Welcoming dinner hosted by WOAHA	



= Indicates participant group activity

Day 2		
Time	Theme	Facilitator
08:30 – 09:00	Check-in and assembly	
09:00 – 09:10	Recap of Day 1	WOAH Facilitators

09:10 – 09:25	Tripartite + Quadripartite communication efforts and activities, global and regional	Basilio Valdehuesa (WOAH)
09:25 – 09:45	Country experience 3: National awareness campaign – Indonesia	Pebi Purwo Suseno (Indonesia)
09:45 – 11:10	Communication concepts: Risk communication & community engagement (with Q&A + Discussion)	Varun Chaudhary (WHO)
11:10 – 11:30	Coffee break	
11:30 – 12:30	Communicating during a crisis: misinformation and disinformation	Basilio Valdehuesa, Guillaume Maltaverne (WOAH) + Ronald Musizvingoza (UNU Macau)
12:30 – 13:00	Country experience 4: Examples of communication effort during a crisis	Joy Lagayan (WOAH)
13:00 – 14:00	Lunch	
14:00 – 14:50	Communication concepts: Working with the media	Vida Parady (ReAct Asia Pacific)
14:50 – 15:35	Crisis simulation exercise: Introduction and activity	WOAH Facilitators
15:35 – 16:10	Crisis simulation exercise: Press conference 	Participants
16:10 – 16:30	Tea break	
16:30 – 17:30	Experts' panel discussion – behavioural change communication: how can we improve our impact?	Vida Parady (ReAct Asia Pacific), WOH Facilitators
17:30 – 17:45	Wrap-up and end of Day 2	

Day 3		
Time	Theme	Facilitator
08:30 – 09:00	Check-in and assembly	
09:00 – 09:10	Recap Day 2	WOAH Facilitators
09:10 – 09:40	How to use and control your social media image	David Cole (UNEP) (Virtual)
09:40 – 10:00	Country experience 5: Example of digital communication efforts (Singapore)	Wendy Sng (Singapore)
10:00 – 11:00	Communications concepts: Working with Artificial Intelligence (AI)	Alonso Sousa Santiago (CityUHK) (Virtual) + Ronald Musizvingoza (UNU Macau)
11:00 – 11:15	Coffee break	
11:15 – 11:35	WOAH and FPs: Building a communication network together	WOAH Facilitators
11:35 – 12:20	Working groups: Develop our network's calendar of opportunities and identify tools to share, to build on these opportunities 	Working groups
12:20 – 12:50	Working groups: Feedback on WOH's regional communication network and way forward for communications in the region 	Working groups
12:50 – 13:15	Workshop closure and closing ceremony	Lesa Thompson (WOAH) + Dr Ardhy bin Adnan, Malaysia DVS
13:15 – 14:30	Lunch	