



IMPLEMENTERS' RETREAT

Kaiser Family Foundation
1330 G Street, NW Washington, DC
July 13-16, 2009

DRAFT AGENDA

MONDAY, JULY 13

- All Day Arrivals
- 6:30pm Meet in Westin Hotel Lobby
Walk to Ceiba Restaurant (4 blocks)
- 7:00pm Family Dinner @ Ceiba

TUESDAY, JULY 14

- 8:40am Meet in Westin Hotel Lobby
Walk to Kaiser Family Foundation office (5 blocks)
- 9:00am Buffet Breakfast
- 9:30am The Evolving Role of the GMAI
Module 1: Presenting the GMAI Media Model *Stephen Massey*
- 10:30am Global HIV/AIDS Data Update: Trends & Perspectives *Jennifer Kates*
- 11:15am HIV/AIDS Awareness & Attitudes:
Results from the Kaiser/Pew Global Attitude Survey *Claudia Deane*
- 12:30pm Lunch
Team-Building Exercise *Alexa Binns & Mimi Smith*
- 1:30pm Regional Case Studies: Part I
Module 2: Taking Campaigns on the Road
A Strategy to Energize Your Media Partners *Dr. Allyson Leacock*
Module 3: The Docu-PSA
Engaging Audiences thru Personal Stories *Leandro Cahn & Debora Fiore*
- 3:30pm Break
- 4:00pm Module 4: Fundraising 101
An Interactive Discussion *Robbyn Kistler*
- 5:30pm Adjourn
Walk to Old Ebbitt Grill (3 blocks)
- 6:00pm Dinner at Old Ebbitt Grill

WEDNESDAY, JULY 15

- 8:40 am Meet in Westin Hotel Lobby
Walk to Kaiser Family Foundation (5 blocks)
- 9:00 am Buffet Breakfast
- 9:30 am Regional Case Studies: Part II
- Module 5: Long-Form Programming *Michael Sinclair & Eno Isong*
ABMP's "Imagine Afrika" Reality Series & Radio Drama
- 11:00 am Break
- 11:15 am Module 6: Small Production Awards *Francyne Harrigan*
Encouraging the Development of Local Content
- 12:00 pm The Black AIDS Media Partnership:
GMAI's Newest Regional Initiative *Stephen Massey*
- 12:30 pm Lunch
- 1:30 pm Module 7: Integrated Messaging / Storylines *Sarah Levine*
The Grey's Anatomy Case Study
- 2:30 pm Module 8: Evaluating Program Impact *Natalya Podogova*
A Five-Year Retrospective of the Russian Media Partnership
- 3:15pm Break
- 3:30pm Collaborative Opportunities in 2010 & Beyond: Part I *All*
Brainstorming Session
- 5:00 pm Reception with KFF Staff, Other Partners & Invited Guests
Cocktails and light hours devours
- Evening Free

THURSDAY, JULY 16

- 8:15 am Meet in Westin Hotel Lobby (please check-out before 8:15 am)
Walk to Kaiser Family Foundation
- 8:45 am Buffet Breakfast
- 9:00 am Collaborative Opportunities
Strategic Planning & Timelines
- 10:30 am Closing Comments / Evaluation
- 11:00 am Adjourn

PARTICIPANTS

Africa Broadcast Media Partnership Against HIV/AIDS

Michael Sinclair
Senior Vice President, Kaiser Family Foundation South Africa / USA

Eno Isong
Senior Program Officer, Kaiser Family Foundation Nigeria / USA

Asia-Pacific Media Partnership on HIV/AIDS

Francyne Harrigan
Development Projects Director, Asia-Pacific Broadcasting Union Malaysia

Karuvannur P Madhu
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Caribbean Broadcast Media Partnership on HIV/AIDS

Dr. Allyson Leacock
Executive Director Barbados

Roosevelt Jean-Francois
Executive Director, Centre de Communications Sur le SIDA Haiti

Iniciativa de Medios Latinoamericanos sobre el SIDA

Leandro Cahn
Director of Communications & Resource Development, Fundación Huésped Argentina

Debora Fiore
Communications Coordinator, Fundación Huésped Argentina

Russian Media Partnership to Combat HIV/AIDS

Natalya Podogova
Global Business Coalition against HIV/AIDS, TB, and Malaria Russia

Ekaterina Kochetykova
Global Business Coalition against HIV/AIDS, TB, and Malaria Russia

GMAI Secretariat

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