### Monday, 12 September

**09.00-10.30**

**Welcome and Forum opening**  
Mukesh Kapila, Undersecretary General, National Society and Knowledge Development IFRC  
Charlotte Lindsey, Director of Communication and Information Management, ICRC  
10 mins  

Focal point: Esther and Susie

**House messages**  
MC  
Practical information about the next three days  
10 mins  

**Opening Speech on the application of new communication technologies for crisis early warning, humanitarian response, volunteers, human rights and civil resistance. Focus on communication action and how these technologies can be leveraged by NS communicators in many contexts.**  
Patrick Meier, Director of Crisis Mapping at Ushahidi  
11.00-12.30  

Panel discussion: Communication Response in a Changing World  
Panellists: Patrick Meier, Director of Crisis Mapping Ushahidi, Loubna Aljoura, Syrian Red Crescent Communication Coordinator, Hedayat Abdel-Nabi, President of the Federation of Journalists UN, Geneva, Gisli Olafsson, Emergency Response Director, NetHope, Angela Gussing, Deputy Director of Operations, ICRC  
(30 min+10 min questions from the audience)

During this interactive discussion, panellists will explore emerging trends in the changing media landscape, common issues and challenges in providing a coherent communications response, and the digital divide created by new media and opportunities for the Movement.

Session outcome: ‘3 point plan’ for our communication response, to be further developed in the workshops.

**10.30-11.00**

Coffee Break  
Next to Auditorium

**11.00-12.30**

**Focal point: Fiona (with Michelle, Mohini, Susie and Pam)**

**Brand Communications and Positioning in global and local markets**  
A series of short presentations (15 mins each) on how strong brand identities can enhance our reputation with external and internal audiences, the dual role of the emblems and brands and key research findings on the RCRC Brands Initiative, including key research findings on the RCRC brand identities and outlining work streams and outputs planned over the next 2 years.  
Insight from Coca Cola into how this global brand positions and communicates in diverse markets.

Speakers: Allyson Park, Vice President, Corporate External Affairs, The Coca Cola Company, Sally Wrench, Marketing and Brand Development, British Red Cross and Mohini Ghai Kramer, Head of Marketing Unit, ICRC.

50 mins

**Focal point: Lukas Sallman**

**Fundraising and Donor Communications**  
Communication best practices that supports fundraising and engages donors in long term giving.

Speaker: Lukas Sallmann, Swiss Red Cross  
20 mins

**Focal point: Jason Smith**

**Maximizing the communication potential of the 2011 Statutory Meetings**  
A presentation on the ways in which National Societies can leverage the International Conference and General Assembly to build their domestic profile as thought leaders and communicate issues that will be the subject of these meetings between the Red Cross Red Crescent Movement - and in the case of the International Conference -States party to the Geneva Conventions  
(20 mins)

**12.30-13.30**

Lunch Break  
Next to Auditorium
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<thead>
<tr>
<th>Time</th>
<th>Workshop 1</th>
<th>Workshop 2</th>
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<th>Workshop 10</th>
<th>Break-out rooms</th>
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<tbody>
<tr>
<td>13.30-15.00</td>
<td>Managing multiple brand identities in a global marketplace</td>
<td>Donor and fundraising communication</td>
<td>The Fundamental Principles, peace and non violence as a platform for communication</td>
<td>Leveraging communication opportunities of the Statutory Meetings</td>
<td>Mobile communications</td>
<td>Humanitarian Diplomacy and advocacy (Part 1)</td>
<td>Introduction to branding and use of the emblem</td>
<td>Creating advocates of all Red Cross Red Crescent people</td>
<td>Leveraging the Coca Cola partnership to position our brands</td>
<td>Capacity building focus group</td>
<td>IFRC &amp; ICRC</td>
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<td>Focal point Fiona</td>
<td>Focal point Lukas and Olaug</td>
<td>Focal points Katrien and Susie</td>
<td>Focal point Jason</td>
<td>Focal point Linda / Zach</td>
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<td>The Red Cross Red Crescent Movement has multiple emblems and brand identities. During this workshop, participants will discuss the challenges and potential solutions for managing multiple brand identities and how to best position them.</td>
<td>During this workshop, participants will see best practice communication that supports fundraising campaigns and engages and develops donors, including corporate donors. Participants will consider their own fundraising contexts and develop a donor communication framework for NS to be shared on FedNet.</td>
<td>Principles and values of peace and non violence, non discrimination and tolerance are at the basis of all we do. In this workshop participants will discuss how we can underpin these principles and values in all of your communication activities as an integral part of our brand positioning</td>
<td>During this workshop participants will brainstorm ways in which communicators can profile the issues to be discussed during the International Conference and General Assembly. Participants will develop a communication plan that focuses on the issues relevant to their NS.</td>
<td>During this workshop participants will discuss the emerging influence of mobile communication. From the role of sms in emergencies to fundraising applications, mobile technology is in many contexts ‘leapfrogging’ web and other online applications. The group will explore opportunities to utilize mobile technology to connect with beneficiaries, advocate and raise funds.</td>
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<td>Workshop outcomes: recommendations to be developed and to be made available to the International Brands Initiative/ reference/technical groups.</td>
<td>Workshop outcome: blueprint for a donor communication framework for NS to be shared through community of practice on FedNet</td>
<td>Workshop outcomes: Global set of key messages around a culture of peace and non violence that can be tailored to fit local contexts. To be shared on FedNet for use by all NS communications.</td>
<td>Workshop outcomes: Communication plan for participants to take back to their NS.</td>
<td>Workshop outcome: Established group to take forward mobile communication globally</td>
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<td>15.00-15.30</td>
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<td>15.30-17.00</td>
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<td>During this introduction to a Federation-wide humanitarian diplomacy (HD) approach, participants will look at global HD areas of focus and hear about joint HD / communication initiatives in several National Societies.</td>
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<td>Workshop outcome: greater understanding of the Federation-wide HD approach and their role either directly in HD or in partnership with comms.</td>
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<td>17.00</td>
<td>Participants walk back to their hotel – Free time</td>
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