

Agenda for Feedback Clinic 2 – Fleshing out the campaign
Narrative Change Lab

Campaign group	JUMA
Facilitators	Eóin Young & Lisa Quinn, ICPA
Date:	13 April, 2018

1. Objectives of the Feedback Clinic 2

Our aim in this second feedback clinic of the Narrative Change Lab is:

- to finalise the campaign strategy and continue the development of the more specific campaign elements, so that the JUMA team is ready to work on their campaign development in the next period.
- to focus on practical aspects of the set of activities and tools needed for the campaign and the associated resources/costs.

In terms of the campaign planning process, we are hoping to finalise Step 1 - "Find a focus and opening" and start the JUMA team working on the second stage, "Building out your campaign elements".

Our firm focus in this next stage of the Lab is on getting ready for the pilot campaigns message testing event scheduled for July 2-4, 2018.

2. Agenda and approach for the feedback clinic

	<i>Focus</i>
1.	<p>Summary & current stage of development</p> <ul style="list-style-type: none"> • JUMA team presents the campaign idea and feedback they got on day 2 of the March workshop¹ • Group talks through responses
2.	<p>Fix the strategy</p> <p>We will then work to finalise the strategy, looking at:</p> <ul style="list-style-type: none"> • the positive value space • the message space you are willing to target • the event focus <p>And end with a basic set of objectives for the campaign</p>
3.	<p>Work on the elements</p> <ul style="list-style-type: none"> • Building on the strategy, we will continue to work on the elements for the campaign (e.g. messages, images, messengers, stories, slogans) • Draw on all the creativity and experience in the room • Develop options for the campaign elements, where needed.
4.	<p>The practical issues of the campaign</p> <ul style="list-style-type: none"> • Map out the specific communication tools and activities that will be part of the campaign • Do a first estimate of time and costs required to develop and implement the campaign.
5.	<p>Next steps</p> <ul style="list-style-type: none"> • Make plans for the next steps in finalising the campaign plans before the message testing event, July 2-4, 2018.

¹ Narrative Change Lab Workshop 2: "The nuts and bolts of a narrative change campaign", March 21-22, Berlin

3. The steps after the clinic

	Stages	Time
1	<i>Workshop 2</i> – The nuts and bolts of a narrative change campaign	March 21-22, 2018
2	<i>Feedback Clinic 2</i> – Fleshing out the campaign	April 13, 2018
3	Campaign Development Work (3.5 weeks)*	April 14 to May 9
4	<i>Feedback Clinic 3</i> – Finalising the campaign elements for testing	May 9 or 11, 2018
5	Submit completed campaign plan & elements	June 1, 2018
6	Pilot Campaign Message Testing Event	July 2 to 4, 2018

* with consultations with ICPA when needed

3. Feedback Clinic Approach

The feedback clinic is a facilitated brainstorming and sounding board session and a chance to share your campaign idea and get input and suggestions from ICPA mentors and others Lab participants. This discussion and process will be guided by our [narrative change campaign planning tool](#).

More practical details on the clinics:

- Each clinic will last three hours or longer, if needed.
- It will be a small group of approx. eight people, including three to four from the campaign team, two to three Lab participants as peer support, and the ICPA team.
- We can host them in the ICPA office or if you can and wish, the session can be in your office
- The working language will be English.

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