

Agenda for Feedback Clinic 3 – Preparing for message testing
Narrative Change Lab

Campaign group	Deutsch Plus & Wir Machen Das e.V.
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Date:	9 May 2018

1. Objectives of the Feedback Clinic 3

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

- To guide the finalising of the first draft of campaign elements (messages, images, stories, messengers, slogans, evidence etc.);
- To get more specific on the practical aspects of the set of activities and tools needed for the campaign and the associated resources/costs;
- To explain and clarify the expectations for the message testing stage and event at the end of June;
- To tie down options to be presented and tested in the message testing process.

In terms of the campaign planning process, we are hoping to support the team in finalising Step 2 - “Building out your campaign elements” and on getting ready for the pilot campaigns message testing event scheduled for June 28 - 30, 2018.

2. Agenda and approach for the feedback clinic

	<i>Focus</i>
1.	<p>Progress since Feedback Clinic 2</p> <ul style="list-style-type: none"> • Team presents the progress they have made in campaign idea and campaign elements since the last Feedback Clinic in April • Group provides feedback
2.	<p>Overview & expectations for messages testing process/event</p> <ul style="list-style-type: none"> • ICPA explains the message testing process and what’s expected from campaigns to get the best out of the process • ICPA presents the message testing event • Clarify and discuss
3.	<p>Work on campaign elements</p> <ul style="list-style-type: none"> • Take on the elements that need further work/development (e.g. messages, images, messengers, stories, slogans) • Develop options for the message testing process • Draw on all the creativity and experience in the room
4.	<p>The practical issues of the campaign</p> <ul style="list-style-type: none"> • Linking to the last step, we will start with a set of objectives for the campaign • The details of the specific communication tools & activities that will be part of the campaign • Estimate of time and costs to develop and implement the campaign.
5.	<p>Next steps</p> <ul style="list-style-type: none"> • Action plan for the message testing deliverables (who will do what? and when?) – with the June 1 target. • Steps to develop an overall campaign plan – with a mid-June target.

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 8
4	<i>Feedback Clinic 3</i> – Finalising the campaign elements for testing	May 9, 2018
5	Submit completed campaign plan & elements	June 1, 2018
6	Pilot Campaign Message Testing Event	June 28 to 30, 2018

* with consultations with ICPA when needed

4. 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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