

Agenda for Feedback Clinic 3 – Preparing for message testing <i>Narrative Change Lab</i>	
Campaign group	JUMA
Facilitators	Eóin Young & Lisa Quinn, ICPA
Date:	8 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 JUMA 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.	Progress since Feedback Clinic 2 <ul style="list-style-type: none"> • JUMA team presents the progress they have made in campaign idea and campaign elements since the last Feedback Clinic in April • Group provides feedback
2.	Overview & expectations for messages testing process/event <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.	Work on campaign elements <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.	The practical issues of the campaign <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.	Next steps <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 7
4	<i>Feedback Clinic 3</i> – Finalising the campaign elements for testing	May 8, 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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