

## Joint Annual Meeting of the Strategic Communications Partner Committee (SCPC) and the Advocacy and Resource Mobilisation Partner Committee (ARMPC)

12-14 February 2020  
Nairobi, Kenya

### Day 1 – Wednesday, 12 February

*Venue: Four Points by Sheraton, Nairobi Hurlingham (MARA meeting room, lower ground floor)*

8:30 – 9:00	Welcome Coffee
9:00 – 12:30	SCPC Steering Committee meeting
12:30 – 13:45	Joint ARMPC and SCPC Steering Committee lunch – <i>Pablos restaurant</i>
13:00 – 13:45	Full Partner Committee meeting registrations
13:45 – 17:00	Simultaneous Sessions: <ul style="list-style-type: none"><li>• SCPC full Partner Committee meeting (see Annex A) - <i>MARA meeting room, lower ground floor</i></li><li>• ARMPC Steering Committee meeting - <i>ATHI meeting room, ground floor</i></li></ul>
15:50 – 16:05	Coffee break
18:00 – 18:30	Q&A with RBM Partnership CEO for all ARMPC/SCPC Partners - <i>MARA meeting room, lower ground floor</i>
18:30 – 18:45	Group photo
18:45 – 20:30	Welcome Reception and dinner for all ARMPC/SCPC Partners - <i>Mezze rooftop restaurant</i>

## Day 2 – Thursday, 13 February

### Full day joint session

Venue: Four Points by Sheraton, Nairobi Hurlingham (MARA meeting room, lower ground floor)

8:30 – 8:45	Meeting registrations
8:45 – 9:15	Welcome and Introductions
9:15 – 9:30	Review of meeting objectives
9:30 – 10:15	Vision for 2020: Annual advocacy, resource mobilisation and strategic communications objectives
10:15 – 10:45	Review of annual advocacy and communications calendar
10:45 – 11:00	Coffee break
11:00 – 12:30	Narratives and messaging for 2020 <ul style="list-style-type: none"><li>- End Malaria vision</li><li>- World Malaria Day</li><li>- Global Campaign</li></ul>
12:30 – 13:30	Lunch – <i>Pablos restaurant</i>
13:30 – 14:45	Breakout session I <ul style="list-style-type: none"><li>- Innovation Narrative</li><li>- Thematic briefings</li><li>- Global campaign</li></ul>
14:45 – 15:30	RBM Partnership strategy development
15:30 – 16:00	Coffee break
16:00 – 17:15	Breakout session II <ul style="list-style-type: none"><li>- Francophonie engagement</li><li>- Multisectoral advocacy</li><li>- Success stories</li></ul>
17:15 – 17:30	Business Alliance Against Malaria (BAAM) signature initiative
17:30 – 17:45	End Malaria Council
17:45	Adjourn

## Day 3 – Friday, 14 February

### Half day joint session

Venue: Four Points by Sheraton, Nairobi Hurlingham (MARA meeting room, lower ground floor)

8:30 – 9:00	Report back from breakout session I <ul style="list-style-type: none"><li>- 5 minutes/group</li><li>- Q&amp;A</li></ul>
9:00 – 10:15	Commonwealth Heads of Government Meeting (CHOGM) 2020 session <ul style="list-style-type: none"><li>- Mayor’s initiative</li></ul>
10:15 – 10:30	Coffee break
10:30 – 11:00	Report back from breakout session II <ul style="list-style-type: none"><li>- 5 minutes/group</li><li>- Q&amp;A</li></ul>
11:00 – 11:15	Civil Society for Malaria Elimination (CS4ME) in 2020
11:15 – 11:45	WHO World Malaria Report
11:45 – 12:00	Close of Joint ARMPC/SCPC Meeting
12:00 – 12:15	Survey
12:15 – 13:15	Lunch - <i>Pablos restaurant</i>
13:15 – 15:00	ARMPC project group/workstream meetings session I <ul style="list-style-type: none"><li>- Innovation and Access</li><li>- Domestic resource mobilisation and domestic commitment<ul style="list-style-type: none"><li>▪ Zero Malaria Starts with Me</li><li>▪ High burden to High Impact</li><li>▪ Civil society advocacy</li></ul></li></ul>
15:00 – 15:15	Coffee break
15:15 – 17:00	ARMPC project group/workstream meetings session II <ul style="list-style-type: none"><li>- Core Donors</li><li>- New Donors</li></ul>
17:00 – 17:30	Report back from workstream sessions <ul style="list-style-type: none"><li>- 5 minutes/group</li><li>- Q&amp;A</li></ul>
17:30	Close of ARMPC meeting

## Annex A

### 4th Meeting of the Strategic Communications Partner Committee of the RBM Partnership to End Malaria

Day 1 – Wednesday, February 12<sup>th</sup>, 2020

#### Lunch with all SCPC Partners (12:30-13:30)

Venue: *Four Points by Sheraton, Nairobi Hurlingham (Pablos restaurant)*

#### Full SCPC Partner Committee Afternoon Session (14:00-17:00)

##### *Participation by full SCPC membership*

- 14:00 Welcome and Introductions by SCPC Co-Chairs (Yacine and Michal)
- 14:15 Present SCPC Meeting Objectives / SCPC Workplan and Budget (Yacine/Michal)
  - *Metrics of success (Xenya)*
- 14:30 2020 End Malaria Vision – Building an aligned vision across the community
  - *Overall Goal, Messaging and Content, Channels*
- 15:15 World Malaria Day planning
- 15:50 Break
- 16:05 Overview of SCPC Partner Priorities for 2020
- 16:20 Update on the Media Fellowship (Charity)
- 16:40 Presentation of 2019 Media Evaluation
- 17:00 Meeting Adjourn
- 18:00 Q&A with the CEO, RBM Partnership for all ARMPC/SCPC partners
- 18:30 Welcome reception for ARMPC/SCPC partners and CRSPC
- 20:00 Reception Adjourn