



AFRICAN DEVELOPMENT  
BANK GROUP

## - Agenda -

### Round-Table Conference on

### *“Multilateral Aid & the Broad Public: Improving Results Communication”*

22 - 23 March 2010

Ramada Plaza Hotel - Room “Didon”  
Les Cotes de Carthage, Gammarth Tunis

Jointly organised by the African Development Bank and  
the OECD Development Centre

### Sunday 21 March

From 19:30 **Welcoming dinner** – Ramada Plaza Hotel

### Monday 22 March

8:45 – 9:15 **Registration & Refreshments**

9:15 – 9:45 **Welcome**

-- **Antoinette Batumubwira**, Head of External Relations and Communication Unit, African Development Bank

-- **Régis Avanthay**, Head of Partnerships/Networks Unit, OECD Development Centre

#### **I. Session: Challenges in Communicating on Results of Multilateral Aid**

9:45 – 10:15 **Keynote Speech**

-- **Léonce Ndikumana**, Director of Development Research Department, African Development Bank

10:15 – 10:30 **Q and A**

10:30 – 11:00 **Coffee break**

11:00 – 12:00 **Panel Discussion**

Moderator: **Komla Dumor**, Journalist, BBC

-- **Cheikh Thiam**, Director General, Société Sénégalaise de Presse et de Publications "Le Soleil"

-- **Poul Engberg-Pedersen**, Director General, Norwegian Agency for Development Cooperation

-- **Paul Mullard**, Lead - Multilateral Effectiveness, Department For International Development, UK

-- **Roel Landingin**, Fellow, Philippine Center for Investigative Journalism

12:00 – 12:30 **Q and A**

12:30 – 14:00 **Lunch**



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## II. Session: Good Practice on Communicating Results from Regional Development Banks and Bilateral Donors

14:00 – 14:30

Moderator: **Rob Swinkels**, Senior Expert - Results-based monitoring and statistics, Ministry of Foreign Affairs, The Netherlands

-- "Two Faces of Asia: Communicating for Funding Support in ADB" by **Omana Nair**, Head of Media & Communications Unit, Asian Development Bank

-- "Core funding of multilateral organisations and the implications for communications" by **Thomas Hiergens**, Ministry of Foreign Affairs, Belgium

14:30 – 14:45 **Q and A**

14:45 – 15:00 **Coffee break**

## III. Panel Discussion: Communicating for Development Results: How Can Recipient Countries Lead?

15:00 – 16:00

Moderator: **Abda Y. El-Mahdi**, Managing Director, Unicons Consultancy Ltd

-- **Winnifred Mahama**, Public Relations Officer, Ministry of Finance & Economic Planning, Ghana

-- **Masud Mozammel**, Senior Communication Officer, World Bank

-- **Bakary Sanogo**, Senior Partnership, Resource Mobilisation and Communications Expert, African Development Bank

16:00 – 16:30 **Q and A**

From 19:30 **Dinner** – Ramada Plaza Hotel

## Tuesday 23 March

## IV. Panel Discussion: Communicating About Development Results: What Do We Have to Deliver? How Can We Report Better? Answers from the Media Perspective

9:00 – 10:00

Moderator: **Steffen Beitz**, DevCom Coordinator, OECD Development Centre

-- **Madeleine Mukamabano**, Journalist and Radio producer, Radio France Internationale

-- **Abdelaziz Barrouhi**, Journalist, Jeune Afrique

10:00 – 10:30 **Q and A**

10:30 – 11:00 **Coffee break**

11:00 – 12:00 **Brainstorming on Ideas for Improving Communication About Development Results: Round table discussions and presentation of outcomes to plenary**

Moderator: **Patricia Laverley**, Principal Results Specialists, African Development Bank

12:00 – 13:30 **Lunch**



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## V. Session: Good Practice on Communicating Results from Multilateral Institutions

13:30 – 14:15

Moderator: **Sala Patterson**, Results Officer, Europe, Middle East & Africa Desk, OECD Development Centre

-- **Sausan Ghosheh**, Chief of External Communications, United Nations Development Programme

-- **Masud Mozammel**, Senior Communication Officer, World Bank

-- **Mayada El-Zoghbi**, Senior Microfinance Specialist, Consultative Group to Assist the Poor

14:15 – 14:30 **Q and A**

## VI. Parallel Breakout Groups: Looking Forward on Better Communication

14:30 – 15:15 A) Communicating about harmonization: A multi-donor film project on good governance – what does it need?

-- Facilitated by **Lotfi Madani**, Chief Communication Officer, African Development Bank

B) Tunis Recommendations on Good Practice in Communicating on Multilateral Aid

-- Facilitated by **Chawki Chahed**, Senior Information Officer, African Development Bank

15:15 – 15:45 **Presentation of outcomes**

## Conference Wrap Up and Concluding Remarks

15:45 – 16:00 -- **Antoinette Batumubwira**, Head of Communications, African Development Bank

-- **Steffen Beitz**, DevCom Coordinator, OECD Development Centre