

CSP Creative Meeting Programme
23-24 July, 2008

Date	Time	Topic/Activity	Presenter/ Facilitator
23.07.08 Wednesday	08:30- 13:00hrs	1. Welcome & introductions 2. CSP Skit	Uttara Africa Directions
		Background 1. What is CSP? 2. CSP in Zambia: Research findings	Uttara Peter, John & Sachi
	13:00- 14:00hrs	LUNCH	
	14:00- 15:00hrs 15:00- 17:30hrs	3. CSP in Zambia: Discussion Developing a Creative Brief 1. Primary & secondary audience profiles 2. Key behavioral objectives 3. Key messages	Jane Participants/ Jane & Uttara
24.07.08 Thursday	08:30- 13:30hrs	Developing a Campaign 1. What is a campaign? 2. Group work: - Branding ideas - Potential channels - Creative concepts	Faraz & Hilda Participants
	13:30- 14:30hrs	LUNCH	
	14:30- 16:00hrs	Presentations & discussion of group work	Participants/Jane & Uttara
	16:00 – 16:30	Wrap-up & way forward	Jane & Uttara
	16:30	Depart for Lusaka	