AGENDA

# Meeting Title

## Date

## Start Time – End Time

Meeting called by Facilitator Name

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| **Attendees:** | Attendee Names |
| **Please read:** | Reading List |
| **Please bring:** | Supply List |

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| 8:30-10:00 | Small group updatesBrief summary of achievements and goals for the day |  |
| 10:00-10:30 | Coffee Break |  |
| 10:30-1:00 | Introduction to audience analysis (see [strategy guidance](https://endmalaria.org/sites/default/files/EN-National-Malaria-SBC-Strategy-Guidance-2021-With-Annex_0.pdf) for a formula and examples: [use tell-a-story with data worksheets](https://drive.google.com/drive/folders/1oYPR66jELNOFNKgmPAbksqOly5ToDOdN?usp=sharing))Practice developing key benefits and supporting points (see [strategy guidance](https://endmalaria.org/sites/default/files/EN-National-Malaria-SBC-Strategy-Guidance-2021-With-Annex_0.pdf) for a formula and examples) |  |
| 2:00-3:00 | Regroup and plan last pushAnswer group questionsHelp each group prioritize last two-hour outputs |  |
| 3:00-5:00 | Group work: develop audience analysis, key benefits and supporting points in small groups |  |
| 5:30-6:00 | Share insights |  |

This resource is part of the [Malaria SBC Strategy Development Toolkit](https://drive.google.com/drive/folders/1paJiNjmiHdVtfI25BZSCfpk1HV61ygcL?usp=sharing)