



Communications and
Marketing Committee
Meeting

Bangkok

March 4-7 2019

February 21, 2019



CMC 2019 Agenda

Monday March 4, 2019

18:00	Welcome mix and mingle All ChildFund Alliance Advocacy Task Force (ATF), Communications and Marketing Committee (CMC) and Secretariat members are invited to participate in a meet and greet and get to know other attendees (not compulsory) <i>Meet in Novotel Bangkok Sukhumvit 20 Hotel, 19/9 Soi Sukhumvit 20, Klongtoey; specific location in hotel TBC</i>
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Tuesday March 5, 2019 –

Joint full day session: All ATF, CMC and Secretariat members

Siam Ballroom 1 & 2, 8th Floor, Novotel Bangkok Sukhumvit 20 Hotel

8:30-9:30	Welcome and Introductions Security Overview	Rob and Erin
9:30-9:50	Global timeline and goals review: Preparing our collective focus and actions for 2019	Co-Chairs of ATF and CMC: Erin and Rob
9:50-10:00	Break	
10:00-10:30	World Rugby Partnership	ChildFund Australia: Chris Mastaglia

CMC 2019 Agenda

Tuesday March 5, 2019 –

Joint full day session: All ATF, CMC and Secretariat members

Siam Ballroom 1 & 2, 8th Floor, Novotel Bangkok Sukhumvit 20 Hotel

10:30-11:00	Small Voices, Big Dreams	Educo: Elodia Jiminez
11:00-11:15	ChildFund Global Advocacy Report	ATF Co-Chair: Philippa Nicholson
11:15-11:30	Update on partnerships: Joining Forces Initiative of the Child-focused Agencies: Update on Child Rights Now	Educo: Anna Doherty
11:30-12:00	Sharing of experiences in supporter engagement in advocacy and fundraising	Educo
12:00-2:00	Lunch	
2:00-3:00	Breakout sessions: <ul style="list-style-type: none"> • Small Voices, Big Dreams • World Rugby • Global Advocacy Report 	
15:00-16:00	Combined session: Reporting on the breakouts and identification of next steps	ATF and CMC co-chairs
4:00-5:00	Breakout groups by member office: Member identification of actions	All participants
5:00	Closing reflections	ATF and CMC Co-Chairs

CMC 2019 Agenda

Wednesday March 6, 2019 – Siam Ballroom 1

CMC Meeting

8th Floor, Novotel Bangkok Bangkok Sukhumvit 20 Hotel

8:30	Morning welcome and introduction for the day	Rob and Sandra
9:00	Icebreaker exercise	Gabriela
9:30	Small Voices, Big Dreams marketing, communications and lead generation <ul style="list-style-type: none">• Background and update on the research• Communication plan• Selected creative idea• Potential creative assets (landing, social media, PR, etc)• Lead generation• Campaign countries implementation: content needed	Elodia
12:30	Lunch	
14:00	Leveraging the Rugby World Cup to build the ChildFund Alliance brand <ul style="list-style-type: none">• Branding - communications internal and external, PR, Social Media coordination, advertising and probono on broadcasters.• Messaging and Collateral.• Fundraising - events, corporate, rugby union relationships• Adapting for your market - Japan case study• No fly zones	Diana
17:00	Wrap up and Finish	Rob and Sandra

CMC 2019 Agenda

Thursday, March 7, 2019 - Siam Ballroom 1

CMC Meeting: 8th Floor, Novotel Bangkok Sukhumvit 20 Hotel

8:30	Introduction/Welcome from Roland Angerer, Regional Director, Asia, ChildFund International and Dr. Varakorn Samakoses, Chairman of the Board, CCF Thailand	Rob & Sandra
9:00 – 10:45	Sharing innovation and lessons learned <ul style="list-style-type: none"> • New Zealand – Shuttlerock • USA – sponsorship “The Ends” • Korea - Thank you letter update 	Sandra
10:45-11:00	Break	
11:00	Raising non-sponsorship funds <ul style="list-style-type: none"> • Guatemala - Establishing fundraising in a country office • Germany - Schutzengel • Australia 	Rob
12:30	Lunch (Briefing on Field Trip for those Attending)	
13:30	Working groups session – work on key questions and on cross-cutting themes	Rob and Sandra
14:30-14:45	Break	
14:45	ChildFund Alliance brand and other Alliance business EDUCO and RWC	
15:00	Wrap up and future commitments – Discussion on outputs from the three sessions and document Alliance members’ commitments	Rob

Friday, March 8 April 2019

8:00	Field Visit to ChildFund Thailand programs
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Saturday, March 9, 2019

Return to Bangkok Suvarnabhumi Airport, 17:00. Then back to hotel at 18:30

Travel information

Ground transportation in Bangkok

Upon arrival in Bangkok, the best way to travel from the airport to the Novotel Bangkok Sukhumvit 20 Hotel is by metered taxi as described in the **Pre-Arrival Briefing** (attached) which also contains safety and security information, airport and health information, a country description and other practical information.

The **address for the Novotel Bangkok Sukhumvit 20 Hotel** is 19/9 Soi Sukhumvit 20, Klongtoey, Bangkok 10110, Thailand
Tel: +66 (0) 2 009 4999

Accommodations at Novotel Bangkok Sukhumvit 20 Hotel

If you submit a CMC 2019 registration form by January 31, then your hotel room will be booked for you by ChildFund. Hotel costs, breakfast, lunch, taxes, WiFi and conference costs included, will be 4,000 Baht per night (approximately \$125 USD per night) and billed to you at check out. You will need to pay your own hotel-related costs, meals and ground transportation directly in Bangkok. Field visit costs to be invoiced separately.



For more information

Connect with the CMC co-chairs:
Robert Doole, ChildFund International rdoole@childfund.org
Sandra Upeslakis, Christian Children's Fund of Canada supeslakis@ccfcanda.ca

See you in Bangkok!