

## WORKSHOP AGENDA

Indicative Timing	Agenda Item
<b>Day 1: Good practice versus Implementation Realities</b>	
09:00 - 09:30	<ul style="list-style-type: none"> <li>- Welcome.</li> <li>- Introductions</li> <li>- Videos of PPDs</li> </ul>
09:30 - 10:30	Good Practice in PPDs versus Implementation Realities
10:30 - 11:45	Coffee Break
11:45 - 12:00	Discussion and contextualization : Redefining your PPD
12:00 - 13:00	Lunch
13:00 - 14:00	Role-play: Trade-offs and secret agendas in building a PPD
14:00 - 14:15	Coffee Break
14:15 - 17:00	Redefining your PPD: exercise and presentations
<b>Day 2: Communication and M&amp;E</b>	
09:00 - 10:15	Outreach, communication and marketing applied to PPD programs: a framework with exercises
10:15 - 10:30	Coffee Break
10:30 - 12:00	Designing a 12-month and multi-segment campaign for each PPD represented
12:00 - 13:00	Lunch
13:00 - 14:00	Monitoring and Evaluation: the basics

# Public-Private Dialogue

14:00 - 15:00	The PPD evaluation wheel: exercise of self-evaluation
15:00 - 15:15	Coffee Break
15:15 - 16:15	Measuring the reform process: exercise of self-evaluation
16:15 - 17:00	Benchmarking your PPD - Presentation by each group
<b>Day 3: Operations and Business Planning</b>	
09:00 - 10:00	Deciding on reform criteria for prioritization, filtration and translating them into an issue submission form
10:00 - 11:00	Cost-benefit analysis: how to do and exercise (integrated with coffee break)
11:00 - 12:00	Setting up a reform tracking system
12:00 - 13:00	Lunch
13:00 - 14:30	Action and business planning
14:30 - 15:30	Budgeting (integrated with coffee break)
15:30 - 17:00	Preparing presentations for external audiences
17:00 - 18:00	Presentation from each team; Concluding remarks and next steps
18:00	Adjourn