

AMDC Launch Campaign

Bamako and Beyond

1. Overarching Goal

The overarching goal of the AMDC Campaign is to broaden the participation of stakeholders whose ownership of the Africa Mining Vision is critical to its implementation.

The ideas in this note are derived from the broader AMV communications strategy.

2. Campaign Format

The AMDC launch campaign will take on a variety of formats. It is envisaged that planned events will aim to engage stakeholders during a one, to one and a half hour panel discussions, featuring representatives from across the broad spectrum of the mining sector and a branded presentation of the AMDC and a revamped AMV website.

3. AMDC Presentation/Speaking with one voice

A well-articulated, short and succinct presentation of the AMDC will be designed on a standard branded format in English and French (Portuguese?). The presentation would comprise relevant imagery and AMDC branding. A short 1-minute, PR video would be run on a loop before and after the event and during coffee or lunch breaks.

As envisioned in the AMDC strategy, following the identification of AMV spokespersons (suggestions include visible personalities in mining partner countries – Australia, Canada etc); and known highly visible personalities in Africa, an ad campaign would run for a sustained period of time and in particular, prior to or during major mining events (mining indaba, Africa Down Under; Ministerial or Bureau meetings and other. Key Civil Society oriented events). The format would be upbeat and punchy, along the lines of existing TV campaigns that have brought attention to key issues of development relevance. Additional, advocacy campaign material in industry magazine and localized ads would be customized for deeper reach.

4. AMV Champions and the AMV Day (during Mining Indaba): Such events would benefit from the presence of well-known personalities and spokespersons of the mining vision and would attract additional media attention. In addition, media champions would play a key role in this regard due to their role in popularizing the AMV through rapportage. The AMV Day would include a special “AMV Change

Makers Forum” which will be dedicated to the exchange of experiences on how “The AMV Theory of Change” is being implemented at continental, sub-regional and national levels and beyond Africa.

5. Branding: For maximum visibility, the AMDC will require a brand identity that is unique – one with viral potential. An AMDC logo, AMDC key message posters, pull-up banners and short 1-min to 5 min videos will be produced to accompany the events. Related products, publications and other marketing and informational flash disks under the brand “mined in Africa” would be on display. Mining images (under the AMV part 1 photo project) would be on display.

6. AMDC branded kit (releases, advertorial pullout; media releases; flash disks and available freebies) Kit to change or customized as AMDC activities continue to grow.

7. Stakeholder Engagement:

All events would ensure the presence of the media, representatives of the mining journalists network and be accompanied by related news releases; feature articles, opinion editorials or think pieces in key news media and a highly visible social media presence on twitter, Facebook and Google+. Such events would be recorded on video; uploaded on both ECA and AU You tube outlets; photographed for Flickr and cross-sharing on social media platforms by the partnering institutions for responses and discussions. Depending on Internet availability, it is hoped that these events would be live streamed.

8. Media Partnerships: The events would aim to attract media partners in the sector that support the AMV as an idea and that promote policy in this sector. Bespoke interviews with the media would also be arranged.

9. AMDC in popular media: Attempts will be made to bring elements of AMDC within existing popular media and through partnerships with DSTV programs, within industry media (CNBC) and in popular media such as DSTV movies. CNBC in particular has expressed interest in reporting regularly and conducting key interviews on relevant programmed. Locally relevant campaigns would be

AMDC LAUNCH IN BAMAKO

The AMDC will be announced officially during the Ministerial session. This announcement will be considered the beginning of the ***Bamako and Beyond*** campaign. A side event will be organized in the form of a panel discussion. The event should be highly visible and open to all media. It should provide as much information as is possible, through informational/thematic pullout banners. Due to shortage of time and limited Internet access, there are elements that may be impractical (live streaming, 1 minute video, mining photo display). However, the event will be recorded on video and repackaged for dissemination on social media platforms and websites belonging to the four core partners.

Side Event: Launch of the AMDC

Proposed Programme (one or one and a half hours)

Running AMDC video/ or mining imagery as people settle in

Chair/Moderator

- Welcoming remarks:
 - Speakers (2) 15 minutes
- AMDC presentation: 10-15 minutes
- Unveiling the AMDC logo
- Unveiling the new AMV website: 5 minutes
- Response and discussions by prominent industrialists, civil society representative and policy-maker. 45 minutes
- Signing of any document
- Refreshments (running of video and /or website or photo gallery of mining imagery)

Related Products: Live or edited coverage/partnership and live stream; social media; media coverage; ECA/AU coverage; op-ed; special features (advocacy); pullout thematic banners;