



**Communication Strategy for the Africa Program
“Africa@Nor-Shipping” during Nor-Shipping 2019**



Date:

5. & 6. June 2019

Prepared by:

Adekola Oyenuga



Norwegian company registration number - 913 041 895 MVA

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1. Motivation for the communication strategy

- The purpose of this communication strategy is to set-out the core tenets that will guide efforts to present a coherent and engaging narrative about Africa@Nor-Shipping through diverse media platforms right up to the event on the 5th and 6th of June 2019.

2. Objectives of the communication strategy

The communication strategy for Africa@Nor-Shipping 2019 has the following objectives:

- To author and publish articles/write-ups on topics relevant to the theme of the Africa@Nor-Shipping conference.
- To generate awareness of the program for Africa@Nor-Shipping and for the actors and personalities who will be present.
- To highlight and promote ongoing and future initiatives/projects on the African continent geared towards unlocking the continent's blue economy potential.
- To highlight the ongoing collaboration between Norway, the AU and AU member states on the blue economy, focusing on what has been achieved and the intentions for this collaboration beyond the Africa@Nor-Shipping conference.

3. Summary of the communication strategy

#	Goal	Outcome	Actions	Target date
1.	Author and publish relevant articles/write-ups	Publish write-ups with pictures on websites of: AU, IMO, Nor-Shipping, Africa@Nor-Shipping, UNECA and Norwegian Embassies in Africa	Adekola to author articles and send to Patient for editing down to publishable format; Patient to publish write-ups on AU website and send links to Adekola for distribution to the other organizations; Additional write-ups to be welcomed from other sources where appropriate.	Publish at least 4 write-ups on AU website by 15th May 2019.
2.	Generate a social media "buzz" around Africa@Nor-Shipping	Share links and quotes from the published write-ups on social media platforms	Publish links and quotes from the write-ups using Facebook, Linked-in, Instagram and the twitter handles of the AU and Norwegian MFA.	17th May 2019
3.	Prepare conference brochures for Africa@Nor-Shipping 2019	Typeset and print brochures for distribution during the Africa@Nor-Shipping conference, approx. 200-250 copies.	Adekola to send speaker bios, pictures and updated program to Patient, Patient to typeset and print brochure., AU to transport printed brochures to Norway for Africa@Nor-Shipping.	5th June 2019
4.	Engage and invite media houses and journalists to attend and report on Africa@Nor-Shipping	Have press and media houses to produce and profile content based on the program and issues to be addressed during Africa@Nor-Shipping	Invite journalists and media houses, from Africa and Norway, to attend Africa@Nor-Shipping and to report and develop content for digital, print and broadcast media based on the conference.	5th & 6th June 2019