### Time | Topic/Format | Presenter(s)
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8:00 – 9:00 | Coffee and Expo mingle |  
9:00 – 9:20 | Welcome – Rationale for the meeting | Kristine Torjesen  
9:20 – 9:40 | What is demand creation? | Briana Ferrigno  
9:40 – 10:00 | What does demand creation mean (or has it meant) for HIV prevention? | Mitchell Warren  
10:00 – 10:10 | Personal Reflection: What does demand creation for HIV prevention mean to me? | Ruth Nahurira  

**INSIGHT GENERATION: What market research is needed for HIV prevention and how should it be used?**

**Session co-chairs:** Michelle Risinger and Sarah Masyuko

10:10 – 10:40 | TED-talks  
• What is an insight  
• How to get an insight (i.e. what research/methodologies)  
• How to use insights and why insights are important to successfully execute programs/ program goals | Trevor Zimmer  
Michelle Risinger  
Daniel Were  

10:40 – 11:30 | Panel discussion |  
11:30 – 12:30 | Lunch |  
12:30 – 12:50 | Demand Creation Challenge Winners | Michelle Rodolph  
12:50 – 13:00 | Provider Reflection: What does demand creation for HIV prevention mean to me? | Elizabeth Irungu  

**COMMUNICATIONS STRATEGY AND TACTICS: How do we create desire for HIV prevention?**

**Session co-chairs:** Helen Rees and Owen Mugurungi

13:00 – 13:30 | Interview with communication strategists: an inside look at how communication strategies have been used to drive demand for health behaviors in the private and public sector. | Godert van Dedem  
Brian Pedersen  
13:30 – 14:10 | Four short ‘cases’ to showcase various approaches to communications strategy and tactics used with condoms, oral PrEP, and voluntary medical male circumcision (VMMC) in sub-Saharan Africa. | Annitia Mondo  
Hardwin Sithole  
Elmari Briedenhann  
Briana Ferrigno  
14:10 – 14:40 | Panel Discussion |  
14:40 – 15:10 | Tea break and expo mingle |  
15:10 – 15:20 | Policymaker Reflection: What does demand creation for HIV prevention mean to me? | Brian Nachipo  

**MEDIA MIX: How and where do we need to communicate?**

**Session co-chairs:** Hasina Subedar and Lucy Maikweki

15:20 – 15:30 | Setting the Stage (Media Planning Primer) | Lucy Maikweki  
15:30 – 16:10 | TED-talks: Demonstrate how to carry out channel analysis and channel selection for HIV prevention communications, ensuring message reach the intended audiences with examples from Vietnam, South Africa, Kenya and Nigeria. | Kimberly Green  
Connie Celum  
Georgia Arnold  
Orode Doherty  
16:10 – 16:40 | Panel discussion |  

**ACHIEVING IMPACT: What is the lifecycle of a campaign?**

**Session chair:** Mitchell Warren

16:40 – 17:10 | Talk show discussion: Reflecting on campaign lifecycles and what works, what doesn’t, highlighting iterative process used with VMMC, HIV testing, and condoms. | Thato Chidarikire  
Georgia Arnold  
Maaya Sundaram  
17:10 – 17:30 | Reflections and Wrap-up | Kristine Torjesen  
Mitchell Warren  
17:30 – 18:30 | Demand Creation Challenge Poster Reception |