



Time	Topic/Format	Presenter(s)
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: <i>What market research is needed for HIV prevention and how should it be used?</i> Session co-chairs: Michelle Risinger and Sarah Masyuko		
10:10 – 10:40	TED-talks <ul style="list-style-type: none"> 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: <i>How do we create desire for HIV prevention?</i> 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.	Annita 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: <i>How and where do we need to communicate?</i> 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: <i>What is the lifecycle of a campaign?</i> 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	