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## WORKING GROUP 4: OUTREACH

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### What outreach and communication techniques can be used to push PPDs' agenda and achieve results?

Moderated by Sean Duggan  
With a case study from Jamaica  
Thursday, February 2<sup>nd</sup> – 09.00 to 10.30  
Room B

#### Purpose of working groups – the PPD Charter

The purpose of these working groups is to compose a ten-point PPD Charter, which will give guidance for practitioners about good practice in constructing successful dialogue. Each of ten working groups will contribute one of these points. Your task in this working group is to compose a statement addressing the above question that will form one point of the PPD Charter. This statement should be short – one or two sentences – and encapsulate the consensus among participants.

#### Case study

This working group will start with a case study on Jamaica, presented by Kenneth Hynes (Director and Country Coordinator for OTF Group Jamaica) and Beverley Morgan (Director, Jamaica Exporters' Association). The presentation will conclude with an attempt to answer the questions asked in the working group in the context of the case.

#### Schedule

09:00 to 09:05 Introduction by moderator: objectives of the group; presentation of presenters  
09:05 to 09:25 Case study presentation  
09:25 to 09:45 Questions and answers on the case study  
09:45 to 10:15 Moderated discussion on the topic of the working group  
10:15 to 10:30 Drafting of the paragraph to be included in the Charter

#### Things to think about

- How important is it to have broad support across society for PPD? How can adopting an open and transparent approach with the mass media help lead to dialogue being viewed in a positive light?
- What outreach and communication strategies can best reach SMEs? Travelling roadshows, online suggestion forms and working to strengthen representative organisations are all possibilities.
- How helpful is it for a dialogue to be branded, with an evocative name and memorable logo?

#### PPD Charter – Principle IV:

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