

EURASIA MEDIA LEADERS SUMMIT ON HIV/AIDS
Technical Briefing: Developing Effective and Compelling HIV/AIDS Campaigns
President Hotel, Moscow
October 27, 2004
2:30 p.m. - 5:00 p.m.

AGENDA:

- 2:30 p.m. – 2:35 p.m. **WELCOME**
- 2:35 p.m. – 2:45 p.m. **DEVELOPING EFFECTIVE & COMPELLING HIV/AIDS CAMPAIGNS**
Natalya Katsap, Manager Media Partnerships, Transatlantic Partners Against AIDS (TPAA) and Tina Hoff, Vice President and Director, Entertainment and Media Partnerships, Kaiser Family Foundation (co-facilitators)
- 2:45 p.m. – 3:15 p.m. **I. UNDERSTANDING THE FACTS**
Jennifer Kates, Director, HIV Policy, Kaiser Family Foundation
Nikolay Nedzelskiy, Director, Info-Plus
- 3:15 p.m. – 3:45 p.m. **II. SHAPING THE MESSAGE**
Olga Konovalova, Director, Client Services, BBDO Marketing
Olga Rudneva, Executive Director, “Anti-AIDS” Elena Franchuk Foundation
- 3:45 p.m. – 4:15 p.m. **III. DEVELOPING A COORDINATED CAMPAIGN**
Imara Jones, Director, HIV/AIDS Initiative, Viacom
Yuliya Garamova, Editor in Chief, ROL (Russia Online)
- 4:15 p.m. – 4:45 p.m. **IV. ASSESSING IMPACT**
Daria Alexeeva, Chief Media Campaigns Specialist, FOCUS-Media
Tatjana Grechukhina, Senior Programme Advisor, Media Campaigns, AIDS Foundation East-West
- 4:45 p.m. – 5:00 p.m. **CONCLUSION**
Natalya Katsap, Manager, Media Partnerships, TPAA

**TRANSATLANTIC PARTNERS
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