

AGENDA

Hilton Barbados Hotel
Needham's Point – St. Michael, Barbados

MONDAY, MAY 8

2:30 pm – 5:00 pm
REGISTRATION

Hilton Hotel
Pre-Function Space

3:00 pm – 4:30 pm
OPENING SESSION: HIV/AIDS IN THE CARIBBEAN

Hilton Hotel
Needhams Ballroom 3

Welcome / Opening Comments

Dr. Allyson Leacock, General Manager, Caribbean Broadcasting Corporation

The State of the Epidemic in the Caribbean: A Panel Discussion

Moderated by Jones P. Madeira, Caribbean Epidemiological Centre

Mr. Carl Browne, Director, Pan-Caribbean Partnership Against HIV/AIDS

Ms. Yolanda Simon, President, Caribbean Regional Network of People Living with HIV/AIDS

Ms. Jennifer Kates, Vice President and Director, HIV Policy, Kaiser Family Foundation

Dr. Robert Carr, Co-Chair, Caribbean Vulnerable Communities Coalition

Dr. Amery Browne, Director, Trinidad National AIDS Coordinating Committee

6:00 pm – 9:30 pm
OPENING RECEPTION & DINNER

Hilton Hotel
Charles Fort

Cocktails

Welcome

Dr. Allyson Leacock, Chief Executive Officer, Caribbean Broadcasting Corporation

Mr. Vic Fernandes, President, Caribbean Broadcasting Union; Chief Executive Officer, Starcom Network Inc.

Vote of Thanks

Mr. Patrick Cozier, Secretary General, Caribbean Broadcasting Union

Dinner

Introduction

Dr. Drew E. Altman, President and CEO, Kaiser Family Foundation

Keynote Remarks

Dr. Donna E. Shalala, President, University of Miami; Trustee, Kaiser Family Foundation



8:00 am – 2:00 pm
HIV/AIDS IN THE CONTEXT OF CORPORATE POLICY AND MEDIA STRATEGY

8:00 am – 9:00 am
BUFFET BREAKFAST

Hilton Hotel
Garrison Terrace

9:00 am – 10:00 am
ROLE OF MEDIA IN THE FIGHT AGAINST HIV/AIDS

Hilton Hotel
Needhams Ballroom 3

Welcome and Review of Agenda and Summit Purpose
Mr. Patrick Cozier, Caribbean Broadcasting Union
Dr. Allyson Leacock, Caribbean Broadcasting Corporation

Why Media Matters: The Power of Communication in Fighting AIDS
Dr. Drew E. Altman, Kaiser Family Foundation

HIV/AIDS in the Caribbean: Importance of Awareness and Stigma
Sir George Alleyne, UN Secretary General's Special Envoy for
HIV/AIDS in Latin America and the Caribbean

10:00 am – 10:15 am
BREAK

Hilton Hotel
Pre-Function Space

10:15 am – 12:00 pm
PLENARY DISCUSSION ON KEY TOPICS

Hilton Hotel
Needhams Ballroom 3

Moderated by Dr. Allyson Leacock

- HIV/AIDS as a Business Principle
- Integration of HIV/AIDS Messaging across Platforms
- Extending the Reach and Impact of HIV/AIDS Messaging

12:00 pm – 12:15 pm
DISCUSSION OF DRAFT SUMMIT DECLARATION

Moderated by Mr. Patrick Cozier

12:30 pm – 2:00 pm
LUNCHEON

Hilton Hotel
Garrison Room

Speaker

Dr. Carol Jacobs, Chair, Global Fund to Fight AIDS, TB and Malaria;
Chair, National HIV/AIDS Commission of Barbados

2:30 pm
SHUTTLE DEPARTURE en route to Heroes Square

Hilton Hotel
Main Lobby

3:00 pm – 4:00 pm
NATIONAL HIV/AIDS TESTING DAY EVENT

Heroes Square
Downtown Bridgetown

(organized by the National HIV/AIDS Commission of Barbados, in partnership with the Caribbean Broadcasting Corporation and the Caribbean Broadcasting Union)

4:00 pm
SHUTTLE DEPARTURE en route to Hilton Hotel

7:00 pm – 9:00pm
RECEPTION AND DINNER

Hilton Hotel
Lighthouse Garden

8:00 am – 2:00 pm

TRANSLATING PRINCIPLES INTO ACTION: THE WAY FORWARD

8:00 am – 9:00 am

BUFFET BREAKFAST

Hilton Hotel
Garrison Terrace

9:00 am – 10:00 am

FINALIZE SUMMIT DECLARATION

Plenary Discussion, moderated by Allyson Leacock and Patrick Cozier

Hilton Hotel
Needhams Ballroom 3

10:00 am – 10:15 am

BREAK

Hilton Hotel
Pre-Function Space

10:15 am – 11:30 am

WORKING GROUPS ON SUMMIT COMMITMENTS

Led by Dr. Allyson Leacock and Patrick Cozier

- **Group 1**
- **Group 2**
- **Group 3**
- **Group 4**
- **Group 5**

Needhams Ballroom 3
Needhams Ballroom 3
Garrison 2
Garrison 3
Boardroom

11:30 am – 12:15pm

REPORT BACK ON WORKING GROUPS

Facilitated by Dr. Allyson Leacock and Patrick Cozier

Needhams Ballroom 3

12:30 pm – 2:00 pm

WORKING LUNCH

Hilton Hotel
Pre-Function Terrace

Closing Remarks

Dr. Allyson Leacock and Patrick Cozier

2:30 pm

MEDIA BRIEFING

Hilton Hotel
Garrison 2