

## Communication Workshop in Armenia Sustainable Energy

### \* AGENDA \*

**25 April, 2013**

Venue: Ani Plaza Hotel, 19 Sayat-Nova Ave., 0001, Yerevan, Republic of Armenia

<b>09:30-10:00</b>	<b>Registration and welcome coffee</b>
<b>10:00-10:30</b>	<p><b>Introduction</b> The Ministry of Energy and Natural Resources of Armenia/Country Coordinator Mr.Hrachya Tsughunyan Mr. Larry Good, ITS Key Expert on Sustainable Energy Participants of the event</p>
<b>10:30-11:00</b>	<p><b>Presentation of the New ITS project - Sustainable Energy and Communication</b> Ms. Khatuna Didbaridze, ITS Communication Expert</p>
<b>11:00-11:30</b>	<p><b>Presenting the ITS approach to identifying sectors for focused awareness raising campaign</b> Mr. Larry Good, ITS Key Expert on Sustainable Energy</p>
<b>11:30-12:15</b>	<p><b>Discussion on selecting the main thrust and theme for awareness raising campaign</b> Facilitated by the ITS experts</p>
<i>12:15-13:15</i>	<i>Lunch</i>
<b>13:15-14:00</b>	<p><b>Discussion on the campaign strategy</b> Facilitated by the ITS experts</p>
<b>14:00-14:30</b>	<p><b>Discussion on key target groups, messages, tools and instruments</b> Facilitated by the ITS experts</p>
<b>14:30-15:00</b>	<p><b>Discussion on the campaign implementation modalities and sources/ways of financing, in-kind contributions etc</b> Facilitated by the ITS experts</p>
<i>15:00-15:20</i>	<i>Coffee break</i>
<b>15:20-16:00</b>	<p><b>Setting up the campaign organisation committee and defining roles of stakeholders</b> Facilitated by the ITS experts</p>
<b>16:00-16:15</b>	<b>Wrap up</b>
<b>16:15-16:30</b>	<p><b>Summary</b> Mr. Mr. Larry Good, ITS Key Expert on Sustainable Energy Ms. Khatuna Didbaridze, ITS Communication Expert <b>Closing address(es)</b></p>
<b>16:30</b>	<b>End of the workshop</b>