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# Planning USAID/Ghana Events

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# WHO ARE THE USAID/GHANA DOCS?



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Events

Branding



What's your story?

Press releases

Media  
Engagement

TV/radio

Success stories



# EVENTS

- Inform AOR/COR and DOCS about any upcoming events at **least 3 weeks in advance**
- Let's keep the media well informed. Any press release for an event **must** have DOCS clearance
- Banners and all branding materials must be also cleared by DOCS before printing

**\*DO A WALK THROUGH OF THE VENUE WITH YOUR AOR/COR\***



# SPEAKING TO THE MEDIA?

## Radio/TV/Press Conference

- **NOTIFY:** Prior to speaking with the media or attending any radio or TV interview, inform DOCS and AOR/COR
- **BUSINESS CARDS:** To ensure the media have your correct job title. Clarify that do not represent USAID or the U.S. government
- **RECORDER/I-PHONE:** This is for your protection, in case you are misquoted, you will have proof, so the media outlet can issue a retraction
- **ON U.S. GOVERNMENT POLICY QUESTIONS:** Please state that you are *unauthorized* to answer questions *unrelated* to your project. Refer journalists to the DOC team via [accraaidghanadocs-dl@usaid.gov](mailto:accraaidghanadocs-dl@usaid.gov)
- **BE WELL-PREPARED:** For radio/TV appearances obtain the questions that will be asked in advance and share with AOR/COR for DOCS clearance.



# PRESS RELEASES & OTHER PUBLIC MATERIALS

- DOC clearances must be obtained for **all public materials (including banners)**
- Send all press releases **at least 4 days** before your event or prior to release
- As good practice, **make sure you have a DOC-cleared press release for the media at your event**
- Clearance must also be obtained on **video pitches, final videos and success stories before they are published**





## BRANDING & MARKING PLANS

Consult your project's branding and marking plan.

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All implementing partners are required to follow their approved branding and marking plan.

# BRANDING YOUR EVENT

- **The Podium**
  - Branding should be hung on the podium
- **Around the venue:**
  - Pull-up banners around the venue
  - One pull banner just behind the speaker
- **High table & press conference table:**
  - Big branded banner behind high table of dignitaries
  - Name placards for dignitaries at the high-table and at press conference



 **FEED THE FUTURE**  
The U.S. Government's Global Hunger & Food Security Initiative

## DISTRICT PROFILE — SERIES

A Feed the Future  
Report Covering Northern,  
Upper West, Upper East & Brong  
Ahafo Regions.



 **USAID**  
FROM THE AMERICAN PEOPLE





# GHANA GLANCE

- The Ghana Glance is a peek into USAID/Ghana's weekly activities and achievements—a digest highlighting our strategic partnerships in the areas where we strive to make a lasting impact: democracy and governance, economic growth, health and education.
- **Audience:** Internal USAID, implementing partners (Chief of Parties) and U.S. government officials
- **Tell us what your projects are doing:**
  - Write a 5-8 sentence paragraph.
  - Send us photos and links to articles online



# GHANA GLANCE EXAMPLE



*A polling agent prepares a voting booth on Election Day. Photo credit: Yooku Ata-Bedu, USAID/Ghana*

The USAID-supported Coalition of Domestic Election Observers (CODEO) released its **post-election observation findings**. The findings show that Ghana's 2016 elections were overall credible and peaceful, and that results declared at the constituency level by the Electoral Commission were generally accepted by political parties and their supporters. **Expected Result:** Improved governance. **The Scoop:** <https://www.newsghana.com.gh/codeo-releases-post-2016-election-review/>

GET YOUR PHOTO FEATURED AS....

## PHOTO OF THE WEEK IN THE GLANCE



*A farmer stands on a rice field in Golinga, located in Northern Ghana, where Feed the Future trains farmers to use an innovative fertilizer application method called urea deep placement. Photo Credit: Kwabena Akuamoah-Boateng, U.S. Embassy*

# EVENT CHECKLIST & BEST PRACTICES

- ✓ Copy your AOR/COR on all correspondences to the DOC team
- ✓ Inform us about all upcoming events at least 3 weeks in advance
- ✓ **Do not extend an invitation** to the Mission Director or the Ambassador directly, requests must come through the DOC team & AOR/COR
- ✓ Complete a USAID/Ghana scene-setter (inclusive of an agenda)
- ✓ Send your press release for clearance at least 4 days before the event
- ✓ Perform a walk through of the event the 1-2 days before
- ✓ Ensure a photographer is present
- ✓ Bring copies of USAID-cleared press release
- ✓ Bring a recording device for press interviews
- ✓ Submit blurb for the Ghana Glance



Questions?  
Email the DOCS:  
[accraaidghanadocs-dl@usaid.gov](mailto:accraaidghanadocs-dl@usaid.gov)