



The Gambia



MEETING OF DIRECTORS OF THE WEST AFRICAN NMHSs
(Banjul, Gambia - 01 to 05 February 2010)

Pre-Meeting Workshop

Resource Mobilization and Strategic Advocacy

01 - 02 February 2010

**Pre-Meeting Workshop
Resource Mobilization and Strategic Advocacy
01 - 02 November 2009**

Monday 01 February 2010

Opening session

09:00 - 09:15 **Opening of the meeting**

09:15 - 09:30 **Agenda Arrangements and Meeting Format**

Session 1 – WMO Resource Mobilization Office

09:30 - 10:30 **WMO Resource Mobilization Office**
Role, Objectives and Strategic Approach

VCP Programme

Overview of support areas, processes and requests from the region

10:30 - 11:00 **Coffee-break**

Session 2 – Financing Opportunities accessible National Level through external financing mechanisms in West and North Africa.

11:00 – 12.30 **Major Financing Mechanisms – Priorities and Processes**

- World Bank
- African Development Bank
- European Commission (including ACP)
- Global Environment Facility (UNDP and French GEF)
- UN Delivering as One and UN Country Fund

13:00 - 14:00 **Lunch**

14:00 - 15:00 **Development Assistance Available Through Overseas Missions -
Priorities and Processes**
Various Country Missions

15:00 - 16:00 **Case studies from NMS on successful approaches to funding
mechanisms**

16:00 - 16:30 **Coffee-break**

Session 3 – Planning your approach

16:30 - 17:30 **Formulation of project proposals - key things to look for**

17:30 – 18:00 **Discussions and Closure of Day 1**

Tuesday 02 February 2010

Session 4: Advocacy and Marketing

Introductory Social Marketing Workshop for Directors of the West African National Hydrometeorological Services

*Presented by Steve Menzies
UK Social Marketing Centre Affiliate*

Objectives:

The primary objective of this 1-day workshop is to enable the 20 participants to understand how to take a more “customer-centred and service oriented” approach to marketing their National Hydrometeorological Services to target “end users” and to community and government.

The Principle behind this workshop is that increasing client focus and also the visibility of the NMS products and services at the political and end user level should aid towards building a case for increased funding at the national level.

The workshop will provide participants with:

- An understanding of why it is essential to develop products/services based on understanding needs of your customer/audience;
- Practical knowledge of how to use marketing tools and processes to get the attention of government ministries in terms of the significant role of NMS and their products and service to various sectors;
- Practical knowledge of how to use marketing tools and processes to help develop customer-centred products and services and inform the clients of these including;
 - How to put yourself in the shoes of your target audience;
 - How to segment and prioritize your target customers;
 - Understand basic marketing concepts;
- The opportunity to review real case examples from the WMO and elsewhere;
- The opportunity to developing an initial “Marketing Proposal”.

The workshop will use real case studies from Kenya and elsewhere to show how the National Hydrometeorological Service has developed particular products and services to meet the specific needs of their end-users and how these services are marketed. Key case studies will focus on advocating the role of NMS products and services to government and marketing effective products and services to end-users in the following sectors:

- Agriculture
- Disaster management
- Water management
- Energy sector

PROGRAMME

<i>Session 1: An Introduction to Marketing (9.00-10.30)</i>
<i>Reviewing Workshop Objectives:</i>
<ul style="list-style-type: none">• What do we want to achieve?• Key Learning Objectives:<ul style="list-style-type: none">○ To build understanding of why we need to develop products/services around customer/audience needs;○ Providing practical knowledge of how to use marketing tools and processes to help develop “customer-centred” products and services;○ How to commission and use market research and expert advice.
<i>Icebreaker and Expectations:</i>
<ul style="list-style-type: none">• The Marketing Line - Group exercise – to test existing knowledge (5 minutes)• Participants expectations/Ground rules (15 minutes) <i>Get views/aspirations of participants and write them on flip chart in groups – work 5 minutes then group feedback. We will review these at the end of the workshop</i>• BINGO - Brief introductory “getting to know everyone” group exercise (10 minutes)
<i>Presentation # 1: The importance of developing products/services based on the needs of end-users</i>
<ul style="list-style-type: none">• The difference between expert driven model and customer driven model;• How important is the end-user in how we develop products/services and the marketing strategies to promote them?• Do our products and services have SMART objectives that are built around the end-users needs and requirements?• Reviewing examples of customer driven and expert driven marketing
<i>Morning Tea: 10.30-11.00</i>
<i>Session 2: Group Exercises (11.00-1.00)</i>
<i>Group Exercise #1 Defining our customers: Designed to test the idea that we make assumptions about what our customers want</i>
<ul style="list-style-type: none">• Building a customer profile. The Groups are asked to answer the following questions:<ul style="list-style-type: none">○ Who is your most important end user? Please provide a brief description of this end user?○ Why are they your most important end user?○ What key services and products do you provide to this end user?○ How do they currently use these services and products?○ What could you do to improve the way these services and products are provided to this end-user?

Group Exercise #2: Defining our objectives: Designed to show that we often define objectives based on our own needs – rather than the needs of our customers
<ul style="list-style-type: none"> • The groups are asked to choose one priority programme that they know well. In their groups they are asked to: <ul style="list-style-type: none"> ○ Define - what it is the programme is trying to achieve? ○ What is the “success criteria” and how will you know if you have achieved it? ○ Group Feedback – from three groups?
Lunch: 1.00-2.00
Session 3: Presentation # 2 – Reviewing Real Case Studies (2.00-3.00)
Group Exercise # 3– Identify strengths and weaknesses. Report back findings
Afternoon Tea: 3.00-3.30
Session 4: Developing a Marketing Proposal (3.30-4.30)
Group Exercise # 4– Think about how you would develop your own marketing strategy based on the needs of your target end user <ul style="list-style-type: none"> ○ Groups present their Marketing Proposals. ○ Participants vote on the best proposal
Final Discussion and Wrap-Up (4.30-5.00)

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