

ITA Bi-Annual Program Review

Islamabad

June 5-6, 2009

Objectives of the Bi-Annual Review

- **At the end of two days the teams will be able to engage and benefit from:**
 - **Reflections for organizational strengthening – revisiting ITA's mandates**
 - **Revisiting ITA's programs, linkages and potential synergies**
 - **Review of ITA's systems, problems and solutions**
 - **Improving efficiencies /effectiveness through optimal utilization of human resources**
 - **Engage in timely and effective documentation for marketing and advocacy**
 - **Team building for achieving ITA's vision**

Day I June 5th 2009

- Introductions – (ice breaker/warming up)
 - What is my vision of ITA
 - Hopes and Expectations
- Familiarizing about ITA's journey : Evolution, Challenges and Milestones - Mapping Milestones in ITA's Journey
- Key Programs – Mapping & Accomplishments since 2000 to-date
- Financing Trends- Resource Mobilization at ITA
- Critical Issues and Challenges - on day to day basis
- Classification of issues confronting ITA teams (HO/RO/ Field)
- Visit to Saidpur – Reclaiming Heritage & Dinner /entertainment

Day II June 6th 2009

- Re-strategizing ITA's Institutional and Program framework
- Programming – Implications & Responsibilities
- Revisiting and optimizing TORs of Field Teams and Core Departments
- Critical Relationships across districts and regional/national offices
- Documentation and Social Marketing – Annual Reports ..
- Initial Discussion on Next 10 years of ITA.

Program Day II

- 9:00 – 9:30 am
- Saeed's Presentation for Malaysia – Presenting ITA's Case for Best Practice - Dry Run
- 9:30-11:00 am Working Groups to Address Issues Identified (1 Hour)
- Unpacking ITA's Programs - Sector Wide Approaches and Sub-Sectoral Programs – understanding, classifying and creating linkages .. 'disentangling the *malghoba*'
- Reviewing HR & Finance Policy Manuals: Making those 5 tools to enhance efficiency and communication in ITA's systems across the country – The Operations Team -
 - Orientation pack for new comers - Professional development needs and training opportunities
 - Communication across/within ITA's offices (email/mail templates)
 - Forecasting Monthly Finances – HO/Islamabad & Districts
 - Inventory Systems – the format and update frequency
 - Information Sharing – on projects /initiatives and campaigns
 - Filing Systems
- Multi-tasking – what do we mean? How to make it bearable.. Key Action Points
- M&E & Research – What do we do with data? Common systems for evidence based learning
- Presentations by groups (30 minutes)
- 11:30-11:45 Tea Break

Program... contd..

- 11:45 -1:00
Action
do?
Working Groups (2)
Documentation - Types of documentation & Time lines/Expectations for
Social Marketing-What do we mean by Social Marketing ? What can we
(45 minutes & 30 minutes presentation and feedback)
- 1:00-2:00
Lunch & visit National Art Gallery
- 2:00 -2:30
IDPs and ITA's work
- 2:30- 3:00
expect
Next Three Months –ITA Calendar Highlights of Key Initiatives – What to
- 3:00- 3:15
Development
Sharing Vital Information ..Essential Readings for Professional
- 3:15- 4:00
transform
ITA's Next 10 years – Some imagined and real scenarios. Daring to
education!

Social Marketing (Group 2)

- Operational Definition - brainstorming ...
 - Mobilization for fundraising at our own /local level to gain the maximum – mobilizing the communities
 - Marketing a product .. ITA's services are 'our product '- which must be sold for resource generation
 - SM ..to sell social services / generation of resources for social services
 - ITA's projection to raise resources
 - Marketing for any reason – through social networks
 - Marketing ITA's services ..*what we are doing and what can we do ; resource generation for the organization*
 - *Marketing for social development and learning solutions*
- Raising resources for our VISION & MISSION

Definition of SM

- Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors.
- Social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society."(Kotler and Andreasen)
 - <http://www.social-marketing.com/Whatis.html>

Definition contd..

- The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., condoms), to services (e.g., medical exams), practices (e.g., breastfeeding, ORT or eating a heart-healthy diet) and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem.

– <http://www.social-marketing.com/Whatis.html>

ITA & Social Marketing

- Possible Segments for SM
 - Programs
 - Ideas
 - Institutional development
 - Specialised Social Marketing
 - What, Why & How much
 - A Business Plan (targets/costs/strategy..)
 - Time .. Short/medium /long

Types of Resources Required:

- Money /cash
- Technical Skills
- Human resources
- Networks & Alliances
- Participation
- Logistical Support
- Buildings.. Space
- Transport
- In Kind

Social Marketing – tools

- Critical Documents – with a focus
- Pack – texts- briefing kits
 - about ITA ; logos; reports ; beneficiaries & targets; press release ; newsletters; future plans; impact studies & success stories; financials (Past and future); proposals ...etc.
- Skills & capacity to articulate (positives and limitations) aligned with the proposal seeking funds
- Visuals – posters; videos; images; billboards; documentaries ; songs etc...
- Public Events (sponsored)
- People - brand ambassadors soliciting for the

What do we have? & Key

Actions

- **We have done in the past/present?**
- Zakaat Drives; Pledges; Earthquake; IDPs ; SIP ; CL; Payroll giving;
- **We Need the Following Actions... (by whom)**
 - Logo to be sorted out – Image ; by-line; placement (AB/AF/BR/WB/SUH)
 - Targets – time line ... Annual/ Six Monthly – Emergency
 - Social Marketing Strategy – professional advertisement
 - A basic marketing kit – the right text and the right amount /images/ (to be updated fr. time to time / CD / Presentation / Video – (team can be put together: Ayesha-Doc; Waqas- Media; Beena - Abu Bakar-)
 - Internships to be mobilized - Isl; Lhr - ;
 - Website - refined from the social marketing angle
 - Songs ; Message Boards
 - Targeted Journalism Articles in Newspaper

Timing of SM & Its Tools (eg. Two days before Ramzan)