

Roadshow Planning Timeline

	CTU	Host
Week 19	<ol style="list-style-type: none"> 1. Notify Partners and Sponsors of Dates 2. Request Planning Site meeting 3. Identify Requirements for Pre-Roadshow Planning meeting 4. Submit Market data Survey 	Identify Dates for Roadshow
Week 17	<ol style="list-style-type: none"> 1. Book Travel 	<ol style="list-style-type: none"> 1. Confirm dates for site Meeting 2. Complete Market Data Survey and Return to CTU.
Week 15	<ol style="list-style-type: none"> 1. Submission of Documentation to Host including templates of all standard <ul style="list-style-type: none"> • Correspondence • Media Ads • Posters • Generic Ads 	<ol style="list-style-type: none"> 1. In preparation for CTU visit schedule <ul style="list-style-type: none"> • Meetings with stakeholders • TV & Radio Interviews 2. Identify <ul style="list-style-type: none"> • Convenient Hotel • Possible Venues
Week 14	<p style="text-align: center;">Site visit of CTU officials to Host Country</p> <ol style="list-style-type: none"> 1. Convene meetings with <ul style="list-style-type: none"> • ICT Ministry officials • ICT Stakeholders and potential Sponsors • Ministry of Education • Ministry of Foreign Affairs • Ministry of Tourism 2. Participate in TV/Radio Interviews 3. Develop Roadshow Programme of Activities 4. Identify Sponsors 5. Inspect Venue 	
Week 13	<ol style="list-style-type: none"> 1. Identify Potential Sponsors 2. Issue Provisional Programme 	

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Week 12	<ol style="list-style-type: none"> 1. Contact potential Speakers 2. Issue invoices to Sponsors 3. Select Menus 4. Issue Invitations <ul style="list-style-type: none"> • PM • Minister 	<ol style="list-style-type: none"> 1. Negotiate rates with Hotel 2. Issue invitations <ul style="list-style-type: none"> • Potential Sponsors • Speakers/chairs • Operators • Regulators • ICT Stakeholders and Sponsors • Innovators
Week 11	<ol style="list-style-type: none"> 1. Book Travel 2. Issue Invitations <ul style="list-style-type: none"> • Speakers • chairs 	<ul style="list-style-type: none"> • Select Relevant Promo Material • Develop Local Ads • Develop Media Releases • Follow-up with Sponsors
Week 10	<ol style="list-style-type: none"> 1. Open Event Registration 2. Update website 3. Contact Sponsors 4. Finalise <ul style="list-style-type: none"> • Agenda • Contracts 	<ol style="list-style-type: none"> 1. Engage Sponsors for <ul style="list-style-type: none"> • Internet access provision • Broadcast Streaming • Sessions /Activities • Other Items
Week 9	<ol style="list-style-type: none"> 1. Print Publications 2. Confirm Call Card Stock 	<ol style="list-style-type: none"> 1. Finalise <ul style="list-style-type: none"> • Programme • Promotional/Marketing Material
Week 8	<ol style="list-style-type: none"> 1. Book Travel and Hotel Accommodations <ul style="list-style-type: none"> • CTU staff • Consultants • Speakers 	<ol style="list-style-type: none"> 1. Launch Promotional/Marketing programme
Week 7	<ol style="list-style-type: none"> 1. Issue Down payments to <ul style="list-style-type: none"> • Hotels • Contractors 	<ol style="list-style-type: none"> 1. Engage Contractors' services for Data Capture
Week 6	<ol style="list-style-type: none"> 1. Issue shipping Instructions to Stakeholders 	<ol style="list-style-type: none"> 1. Publish Media Releases 2. Distribute promotional Posters

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Week 5	1. Issue instructions to participants	1. Media Roadshow Promotion x 2 weekly
Week 4	1. Collect Speaker Bios and all travel itineraries 2. Submit rooming lists to hotel	1. Media Roadshow Promotion x 2 Weekly
Week 3	1. Order Banners 2. Confirm Event Capture Arrangements; 3. Confirm web casting details 4. Arrange shipping 5. Update Website	1. Media Roadshow Promotion x 3 Weekly
Week 2	1. Issue instructions to participants	1. Media Roadshow Promotion x 3 Weekly
Week 1		1. Media Roadshow Promotion Daily
Week 0	On location <ol style="list-style-type: none"> 1. Review of the programme 2. Attend media appearances (CTU/Host Senior Officials) 3. Meet with Contractors 4. Review Logistical arrangements <ul style="list-style-type: none"> • Support staff assignments • Catering • Protocol • Facilities • Data capture 5. Test of data capture and Broadcast facilities 6. Identify follow-up Activities 	
		Airport Pick-up
	Roadshow Activities <ol style="list-style-type: none"> 1. Speaker Coordination 2. 1st stage evaluation 3. Data capture 4. Updating Website 5. Media Releases 	
		Airport Return
	<ol style="list-style-type: none"> 1. Issue <ul style="list-style-type: none"> • Payments • Media Releases 	

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Post Event Activities	<ol style="list-style-type: none"> 1. Conduct post mortem 2. Issue 'Thank You' letters 3. Produce reports 4. Update Website 	<ol style="list-style-type: none"> 1. Submit to CTU <ul style="list-style-type: none"> • Speeches of Minister and PM • Data Capture 2. Issue 'Thank You' letters 3. Update website
	Follow-up Activities to be planned jointly with Host	