AGENDA

SDDTAC Public Heath Campaign Kickoff

Friday, July 26, 2019, 10-11:30 A.M.
Location: 25 Van Ness, Room 70
Dial: (267) 930-4000 | Passcode: 812-173-330

1. **Introductions** – 10 min
   - Fun icebreaker to get people to think about aspirations for the project

2. **Background and Context - Department of Public Health** – 10 min
   - Summary of existing work
   - Marketing goals

3. **Scope of Work and Timeline – Civic Edge Consulting** – 10 min
   - Team integration and communications
   - Flow of work

4. **Public Outreach and Engagement – Civic Edge Consulting** – 15 min
   - Defining audiences and stakeholders
   - Strategic outreach techniques
   - Quick discussion: What feedback would be most powerful as we move forward and share this value of this initiative on a larger stage?

5. **Creative Development – lowercase productions** – 20 min
   - Review initial mood boards
   - Collaborative design process
   - Quick discussion: Feedback on the initial mood boards and how we can strategically use imagery to connect with key audiences.

6. **Advertising – Circlepoint** – 15 min
   - Best practices for aligning strategies to outcomes
   - Quick discussion: Imagine we’re one month in on the roll-out of ad placements, and the campaign is looking great to you. What does this successful campaign look like?

7. **Wrap-up and next steps** – 10 min