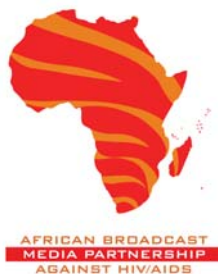

African Broadcast Media Partnership Against HIV/AIDS



A N N U A L E X E C U T I V E S U M M I T

PROGRAMME

26th – 28th October, 2008

Southern Sun Grayston Hotel
Johannesburg, South Africa

SUNDAY, OCTOBER 26TH

- 2.00 - 6.00pm ABMP Steering Committee Meeting – *Bryanston 1 Room*
- 7.00pm Steering Committee Dinner

MONDAY, OCTOBER 27TH

- 12.00pm Registration – *Rivonia A & B Room*
- 12.30 - 1.30pm Lunch and welcome
- 1.30 - 5.00pm Special Update and Discussion:
Bringing the 2010 FIFA Soccer World Cup to All Africans
- AUB
 - SABC
 - 2010 LOC/FIFA
 - Presentation of official 2010 mascot
- 5.00 - 7.00pm Welcome Reception – *Conference Centre Foyer*

TUESDAY, OCTOBER 28TH

ABMP ANNUAL EXECUTIVE SUMMIT - Rivonia A & B Room

- 7.30 am Continental breakfast – *Conference Centre Foyer*
- 8.15 am Welcome and Opening Remarks
Joyce Mhaville, Chair, ABMP Steering Committee
- 8.30am *Update on the HIV/AIDS Epidemic in Africa and the Global Response: New Developments/Old Frustrations*
Dr. Debrework Zewdie, Director, Global HIV/AIDS Program, The World Bank
- 9.20am Keynote Address: *Renewing Leadership in the Fight Against HIV/AIDS*
H.E. Festus Mogae, former President, Republic of Botswana
- 10.00am Refreshment Break
- 10.30am Annual Report of the ABMP Steering Committee
Joyce Mhaville, Chair and Steering Committee Members
- 11.15am Floor Discussion
ABMP's Progress and Challenges: Mapping the Way Forward
- 12.30pm LUNCH – *Bryanston 3 Room*
- Panel Discussion:
The Business of Broadcasting: Balancing Politics, Profits and the Public Good
- Moderator: **Stephen King**, Executive Director, BBC World Service Trust
- Lead Discussants:
Eric Chinje, Director of Communications for Africa, World Bank
Ben Egbuna, President, African Union of Broadcasting
Prof. Guy Berger, Rhodes University, South Africa
David Waweru, Managing Director, Kenya Broadcasting Corporation
- 2.30pm *Imagine Afrika: The Song, The New Series, The Cast*
An interactive discussion about the series and its effectiveness
- 3.45 - 5.00pm The *YOU* Campaign: Anticipating 2010
- Performance of the *It Beings With YOU* winning song, by **Nyota Ndogo** who is one of East Africa's leading singer songwriters. Born in Mombasa, Kenya, Nyota Ndogo has been collecting fans of her eclectic East African sound for over 4 years now. She is holder of two Kenya Kisima Music Awards: Best Taraab Singer 2003 and Best Female Singer 2005
- 5.30 - 7.30pm Reception and barbecue – *Cape Town Section, Continental Restaurant*