



**ANNUAL GLOBAL
CONFERENCE**

#ACCELERATING ACTION

COMMUNICATIONS STRATEGY

June 1st, 2023

Communications Strategic Goals

Short Term



Long Term*

Strategic Goals

- **POSITION ANDE** as The **INDISPUTABLE GLOBAL VOICE** of the sector: "The leading Global network Supporting Small and Growing Business Ecosystems."
- **MORE THAN DESIRABLE**, Make it indispensable for ecosystem organizations to be part of the network, and for donors, "a **strategic must**" investing in it.
- **SGBS ESSENTIAL ROLE** in overcoming poverty and promoting prosperity, establishing consistent awareness.

and a guiding vision...

Short Term*

Strategic Goals

- **BUILD FOR THE FUTURE** Position the Annual Conference as the place where the future of SGBs ecosystems is envisioned and created.
- **MAKE IT INDISPENSABLE** Beyond their desire to participate, member organizations should feel the urge to be part of the conference. **Sponsors** perceive their support as a smart, sound investment.
- **STRATEGIC ACCELERATION** Members have a better **UNDERSTANDING** of the significance of "accelerating action" toward achieving the SDGs, recognizing it as a **strategic approach rather than the sole mission of ANDE.**

*TO BE DISCUSSED

Focus on **Immediate Goals**

Elevate Conference Awareness and prestige through
MEDIA COVERAGE from:

- **MAJOR INTERNATIONAL MEDIA**
 - **MAJOR REGIONAL & NATIONAL MEDIA**
 - **SPECIALIZED MEDIA**
- Double Social Media & Web KPI
 - Observable members' engagement through reposting and member channels
 - Increased Post frequency from weekly to daily
 - Sold out registration tickets for the conference
 - 50 Non-Members registered for the conference, and at least two of them became ANDE members

Three Campaign Phases

Rational & Emotional Story



Campaign phases

Narrative Arch

←-----○ The story we want our audience to hear ○-----→

1
**BEFORE
THE CONFERENCE**
JUNE - SEPTEMBER 11



THE CHALLENGE

ANDE is convening in Ghana, and it will be a historic milestone.

Your organization needs to be there.

SOMETHING NEEDS TO BE CHANGED

2
**DURING
THE CONFERENCE**
SEPTEMBER 12-14



THE BATTLE EXPERIENCE

- Exchange of Ideas
- Networking
- Witnessing History
- Our Climax

SOMETHING IS CHANGING

3
**AFTER
THE CONFERENCE**
SEPTEMBER 15-30



THE RESOLUTION

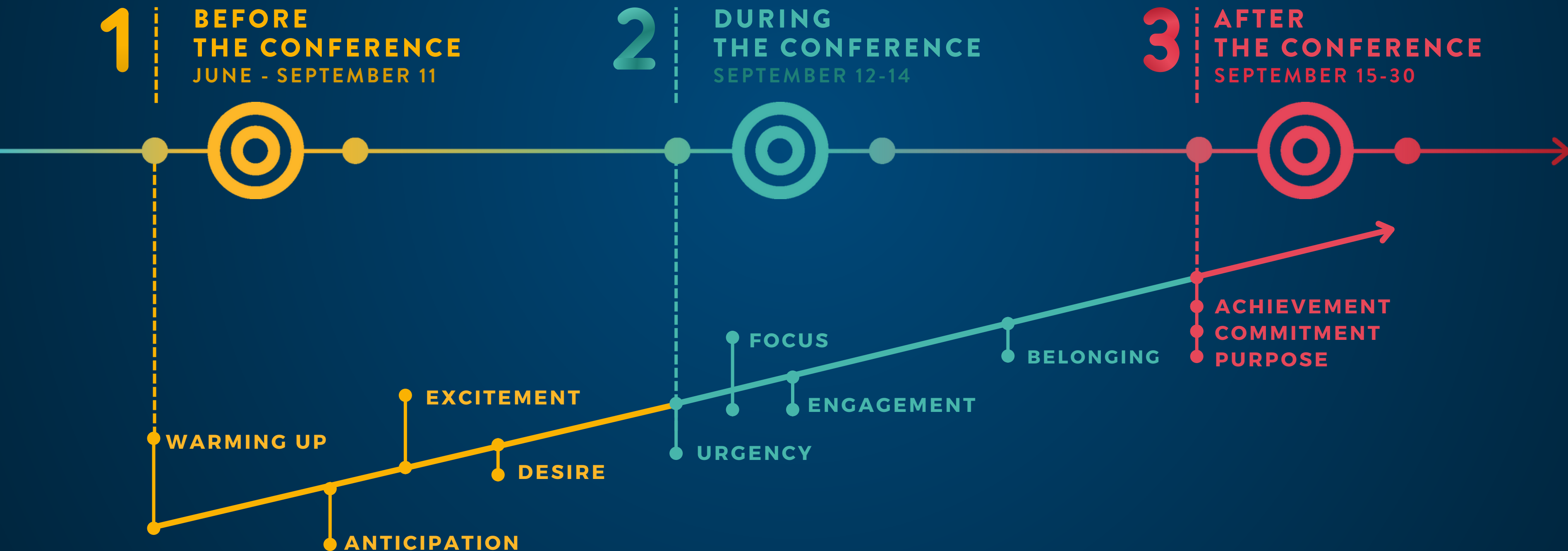
- Going back home
- Conclusions

SOMETHING CHANGED

Campaign phases

Emotional Timeline

What we want our audience to feel



Content Strategy

Key Messages



PHASE 1

JUNE - SEPTEMBER 11

THE CHALLENGE

WARMING UP

- GROWING ANTICIPATION
- BUILD EXCITEMENT
- CREATING DESIRE
- GENERATING A SENSE OF URGENCY

PHASE 1

THE CHALLENGE

If acting now, ANDE has a unique window of opportunity to make a substantial impact.

- ANDE is convening in Ghana. It's going to be a historic milestone, midway to the deadline for the SDGs in 2030.
- What "Accelerating action" means TO and FOR you?
- What can my organization do?
- Why be involved in SDGs' key areas?
- What has ANDE done, continues, or needs to start doing to actively impact and defeat poverty?

PHASE 1

THE CHALLENGE

SDGs can help accelerate action against the tyranny of poverty.

- Achieving SDGs can be challenging, and some may believe they are unattainable, but it is always worth making an effort to try.
- SDGs are feasible and make business sense.
- SGBs have a unique role. Governments—and the U.N.—can set the goals but the drive of entrepreneurs in a friendly ecosystem are the crux of development.
- An exciting agenda with great information and interesting speakers to highlight a path for change.
- The trip to Accra and the experience it promises.

PHASE 1

THE CHALLENGE

Media Toolkit

Increasing Intensity

- Agenda Dissemination
- Themes Awareness (Before & After Final Agenda is ready)
- Countdown (Ticker on the Website)
- Members Quote Posts, start the conversation.
- Members' Video spotlight
- Members' voice memos (Mini Podcast Style)
- Speakers Profile
- Press release (International, Regional, National)
- Op-ed
- Leadership/Experts Interviews

PHASE 2

SEPTEMBER 12-14

THE EXPERIENCE

FULL ENGAGEMENT

- “I’m having a good time exchanging with Peers, Experts, Industry Leaders, & Emerging Actors”
- “I’m witnessing History”
- “As a Member, I’m Living a unique **EXPERIENCE**”
- “I Belong Here”
- “Our Climax”

PHASE 2

THE EXPERIENCE

Media Toolkit


Read the Room, Keep the Bridges

- **Live Streaming** (to decide what will be on private and public channels -what to share openly and what is for members only)
- **Members/ENTREPRENEURS' stories** (videos)
- **Video Snapshots for Social Media**
- **Online Polls**
- **Sessions Takeaways**

PHASE 3

SEPTEMBER 15-30

RESOLUTION

- 
- Sense of Achievement
 - Commitment to ANDE and its Mission
 - Satisfaction with One's Contribution
 - Sense of having Grown as a Practitioner
 - To Be Continued...

PHASE 3 RESOLUTION

Media Toolkit

Emphasize achievement use momentum

- Participants' Reactions & Reflections
- Press Release
- Closing Video
- Web Photo Gallery
- Chronicle
- Takeaways Presentation

Owned Channels

Immediate Term

- **WEB PAGE**
 - AC Landing Page
 - Blog Posts
- **SOCIAL MEDIA**
 - LinkedIn (*Driver*)
 - Facebook
 - Twitter
 - Instagram
- **EMAILS**
 - Regular Newsletters
 - Special Announcement Blasts
 - Leadership Letters/Op-Eds
- **ASPEN INSTITUTE WEB/SOCIAL MEDIA**

Graphic and Content Templates

Campaign Identity

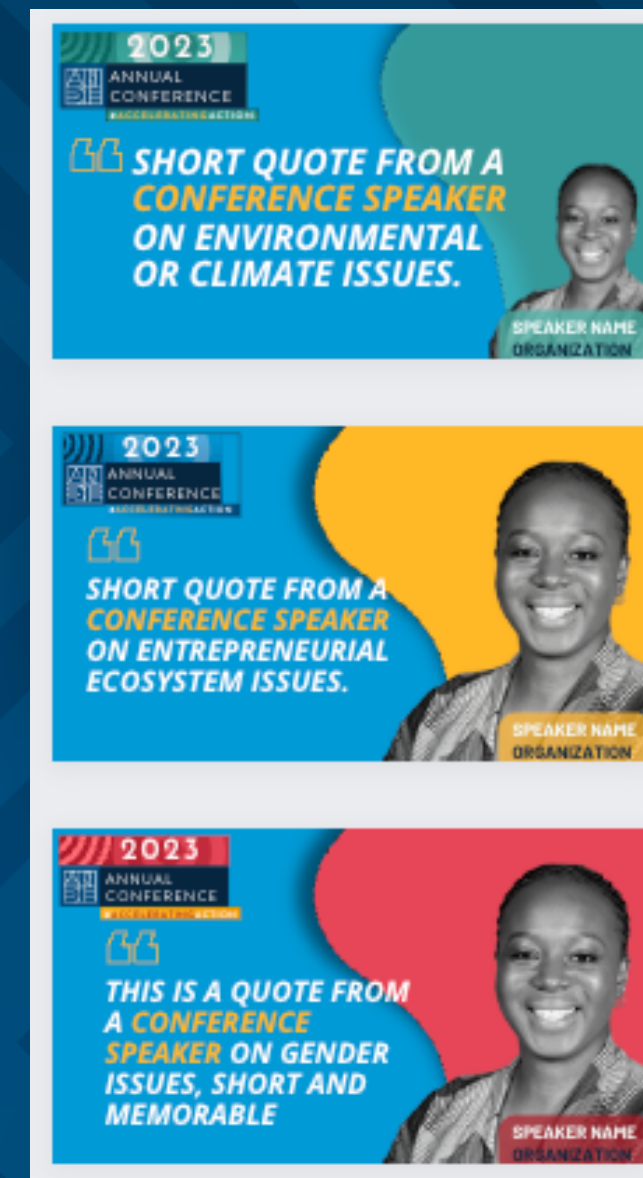
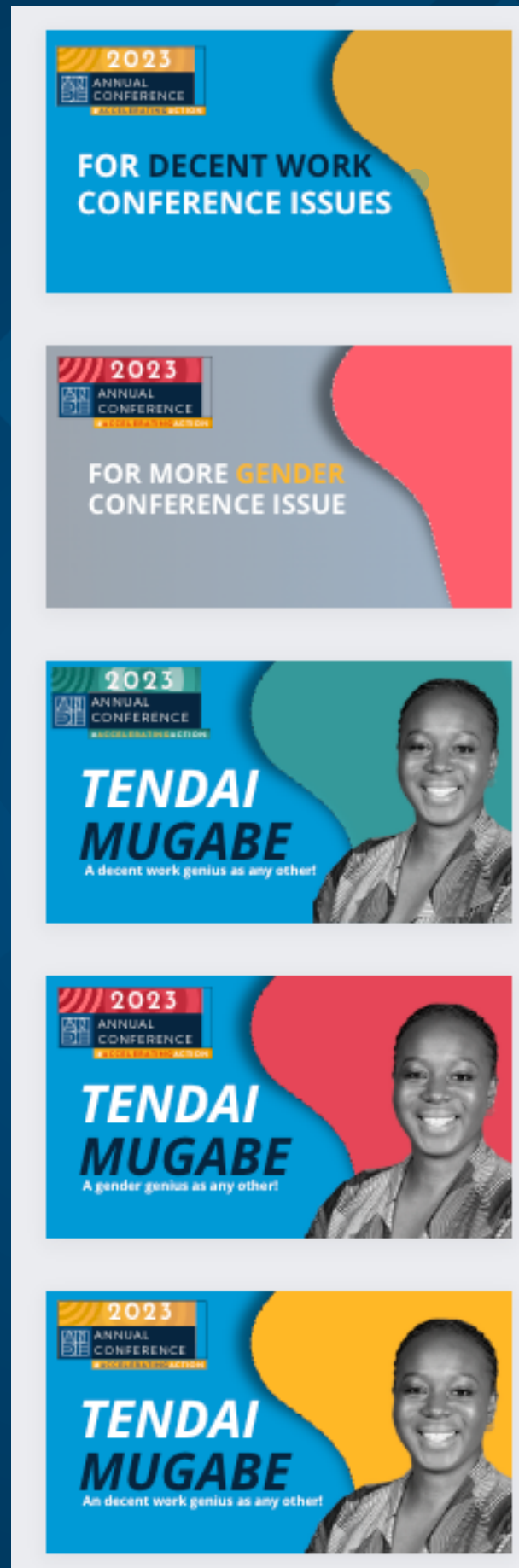


Graphic *identity* is
adaptable according to
theme and visual context

Social Media Templates



The chapters have access to a *set of editable designs* hosted in Canva both for Social Media graphics and video.



Real Quotes

Member & Experts



Human Voices—written or in audiovisual format—are more engaging and lend credibility to our message. Multiple faces, genders, and national origins should be represented



2023 ANNUAL CONFERENCE #ACCELERATINGACTION

“THE VARIETY OF PEOPLE COMING FROM DIFFERENT PARTS OF THE WORLD TO THE ANDE ANNUAL CONFERENCE, COMING UP WITH SIMILAR CONCLUSIONS, WAS AN 'AH-HA' MOMENT FOR ME.”

LUCIANO GURGEL
ARTEMISIA

2023 ANNUAL CONFERENCE #ACCELERATINGACTION

“ANDE IS RESPONDING TO THE FIERCE URGENCY OF NOW.”

JIMMY BETTCHER
PARTNERS IN FOOD SOLUTIONS

2023 ANNUAL CONFERENCE #ACCELERATINGACTION

“SHORT QUOTE FROM A CONFERENCE SPEAKER ON ENVIRONMENTAL OR CLIMATE ISSUES.”

SPEAKER NAME
ORGANIZATION

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“SHORT QUOTE FROM A CONFERENCE SPEAKER ON ENTREPRENEURIAL ECOSYSTEM ISSUES.”

SPEAKER NAME
ORGANIZATION

2023 ANNUAL CONFERENCE #ACCELERATINGACTION

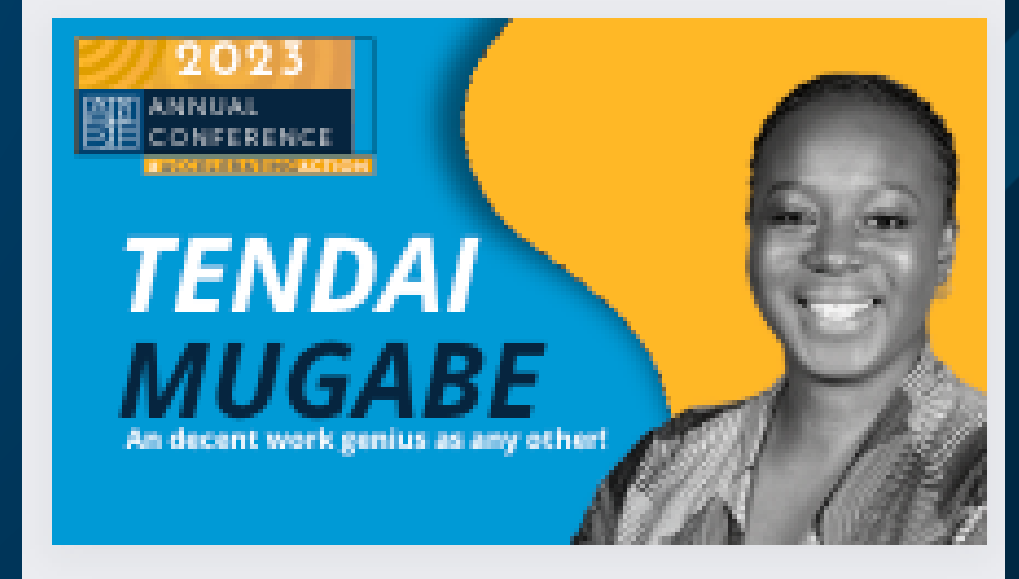
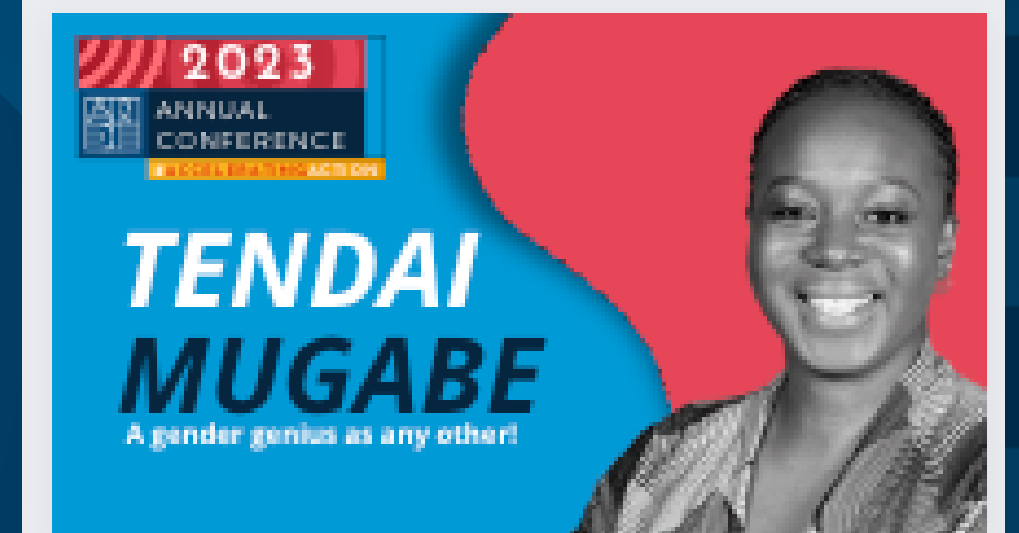
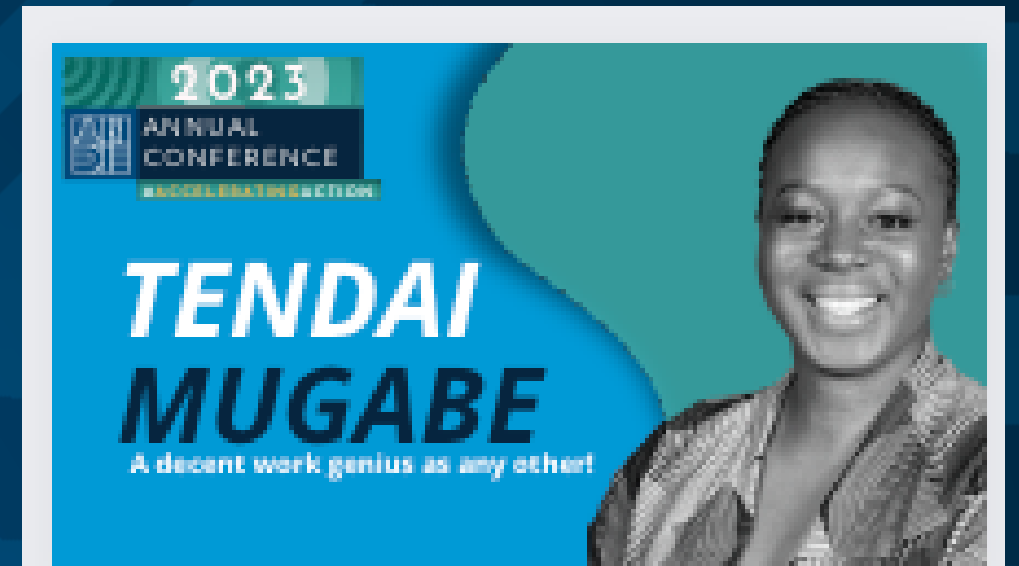
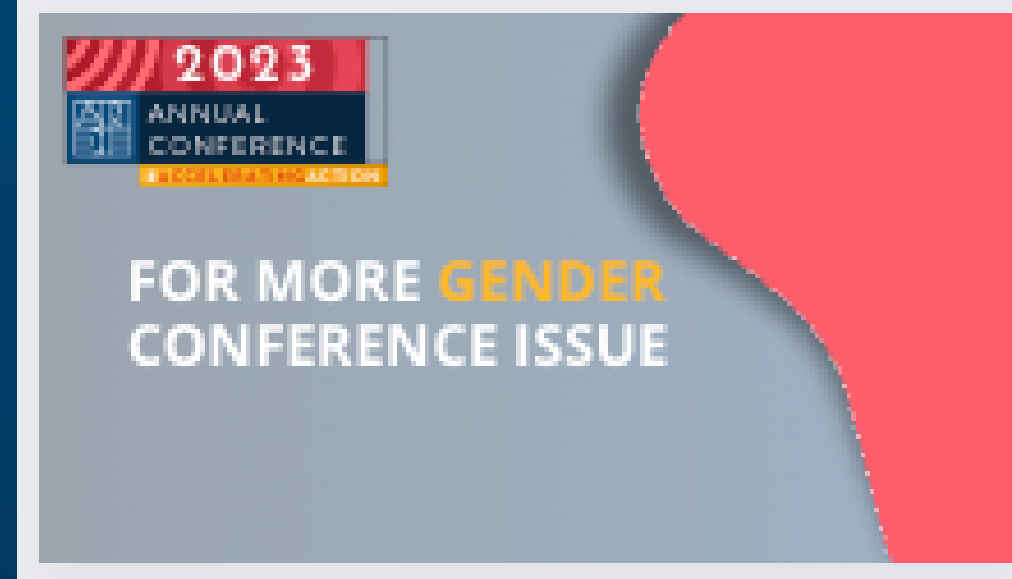
“THIS IS A QUOTE FROM A CONFERENCE SPEAKER ON GENDER ISSUES, SHORT AND MEMORABLE”

SPEAKER NAME
ORGANIZATION

Announcements

Agenda, Speakers & News

To grab attention, the visuals are designed and color-coded to carry a brief, impactful message which can be further *emphasized* through post's captioning.




Assets & Analytics



LinkedIn is the go-to social media platform for professional and business interactions.









ANDE Assets



Aspen Network of Development Entrepreneurs - ANDE
11,022 followers

11,022 followers











	1,271
	2,613
	1,608
	3,361
	2,554
	2,417

13,824 followers








2023 ANNUAL GLOBAL CONFERENCE
#ACCELERATING ACTION

Team Assets

-  **Richenda Van Leeuwen** · 1st
Executive Director (VP) at Aspen Network of Development Ent...
Washington, DC
Experience: Aspen Network of Development Entrepreneurs - ANDE, Rocky Mountain Institute, and 14 more
-  **Grace Wachori** · 1st
Sustainability | Impact Management | Ecosystem Building | Entr...
Kenya
1K followers
-  **Em Ekong** · 1st
ANDE West Africa Regional Head - Building entrepreneurial ec...
Ghana
Experience: Aspen Network of Development Entrepreneurs - ANDE, Center for Music Ecosystems, and 5 more
-  **Sekai Chiwandamira** · 1st
Extractive Industries Lawyer | Impact Investing | African Partne...
South Africa
Experience: University of the Witwatersrand, Impact Investing SA, and 10 more
-  **Rosemary Amondi** · 1st
Regional Director East Africa at Aspen Network of Developme...
Kenya
869 followers
-  **Lina Rossi Idarraga** · 1st
Andean Chapter Head, Aspen Network of Development Entrep...
Bogota, D.C.
Experience: The Aspen Institute, Grupo Impacta, and 6 more
-  **Pedro Martinez-Estrada** · 1st
Head of Central America & Mexico at ANDE, Baylor grad & me...
Mexico
865 followers
-  **José Mattos** · 1st
Positivo impact | Green tech | Amazon | ESG | Sustainability | In...
Belém, PA
6K followers
-  **Salakjit Joy Munthamraksa** · 1st
East and Southeast Asia Chapter Head at Aspen Network of D...
Bangkok
Experience: Aspen Network of Development Entrepreneurs - ANDE, Mae Fah Luang Foundation, and 2 more
-  **Sucharita Kamath (She/Her)** · 1st
The Aspen Institute
Chennai
2K followers

Aspen & Partners Assets

-  **The Aspen Institute**
Non-profit Organizations
Washington, District of Columbia
100K followers
-  **TechnoServe**
Non-profit Organization Management
Arlington, Virginia
66K followers
-  **Juan Carlos Thomas** · 1st
Global Entrepreneurship Director at TechnoServe
Santiago
2K followers · Sucharita Kamath (She/Her), Richend connections
-  **The Tony Elumelu Foundation**
Non-profit Organizations
Lagos, Lagos
295K followers
-  **USAID**
International Affairs
Washington, District of Columbia
2M followers

Job function ▾

Business Development · 330 (24.4%)

Finance · 131 (9.7%)

Community and Social Services · 70 (5.2%)

Media and Communication · 70 (5.2%)

Consulting · 56 (4.1%)

Education · 53 (3.9%)

Marketing · 53 (3.9%)

Operations · 51 (3.8%)

Program and Project Management · 43 (3.2%)

Administrative · 39 (2.9%)



Aggregated

Demographics

of LinkedIn members
when they visit our page.

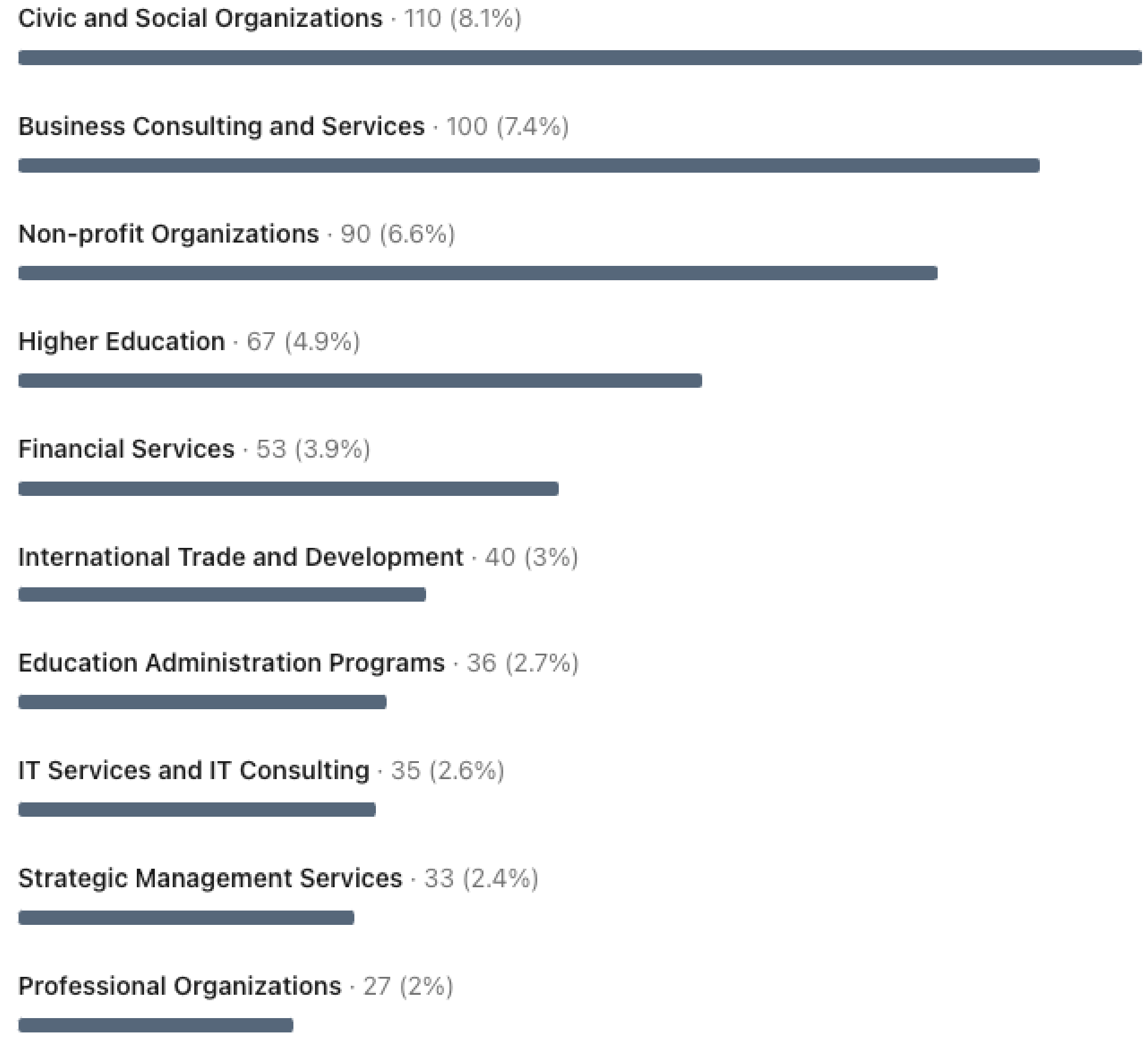
2

Target Audience

They are already following us, and we just need to engage them. They are our "believers." We need to cultivate and develop them as potential "evangelists" to get more like them.



Industry ▾



Visitor highlights ?

1,354

Page views

▲36.4%

603

Unique visitors

▲27.8%

87

Custom button clicks

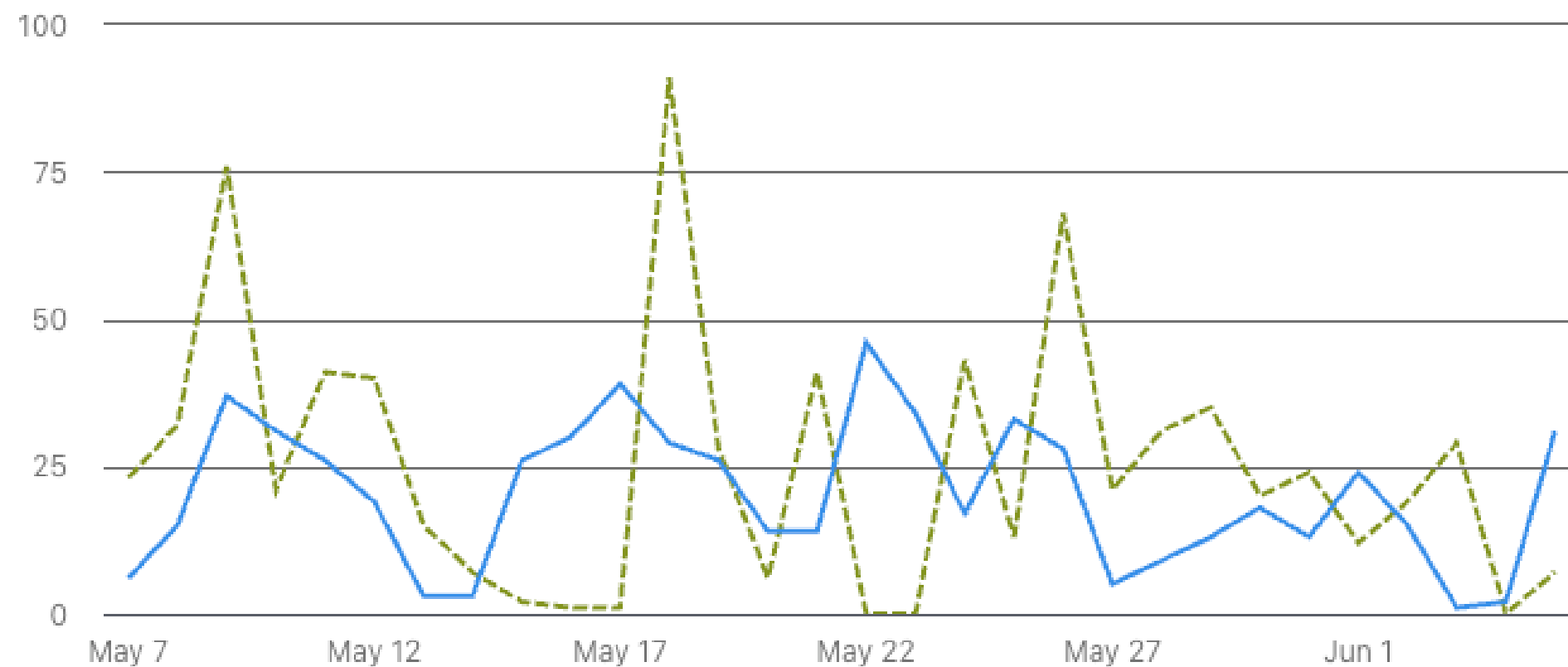
▲19.2%

Visitor metrics ?

Page views ▾

All pages ▾

All filters



✓ Desktop 607

✓ Mobile 747



Benchmark

Traffic metrics for unique visitors and pageviews over time. Mobile metrics include LinkedIn native apps and mobile web browsers.

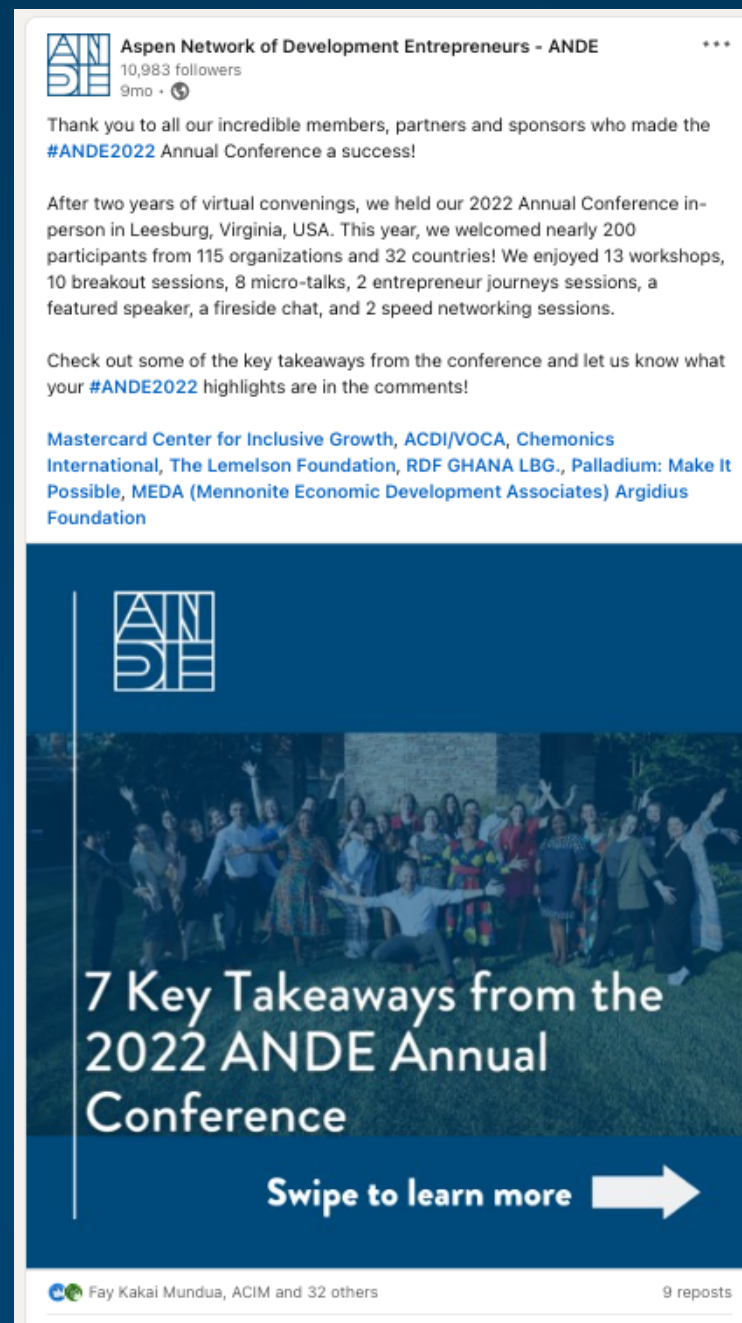
Unique visitors are calculated daily and are not duplicated over multiple days.

4

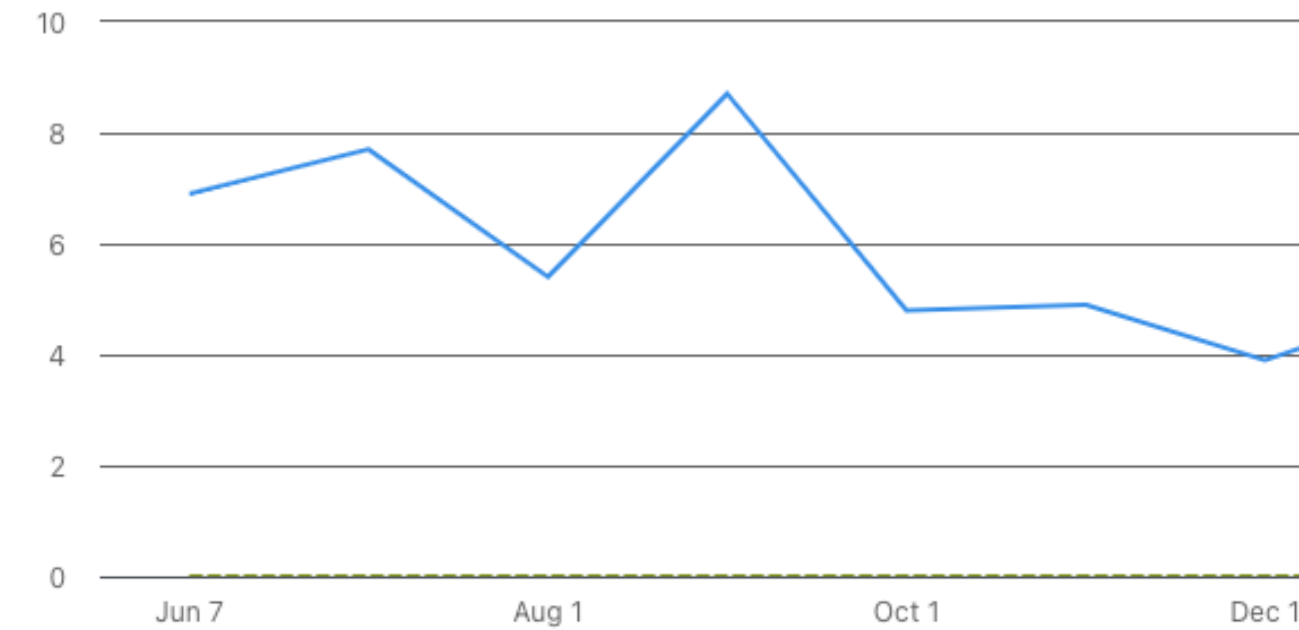
Post Analytics Benchmark

The campaign and events prior to the 2022 Annual Conference elevated impressions and engagement.

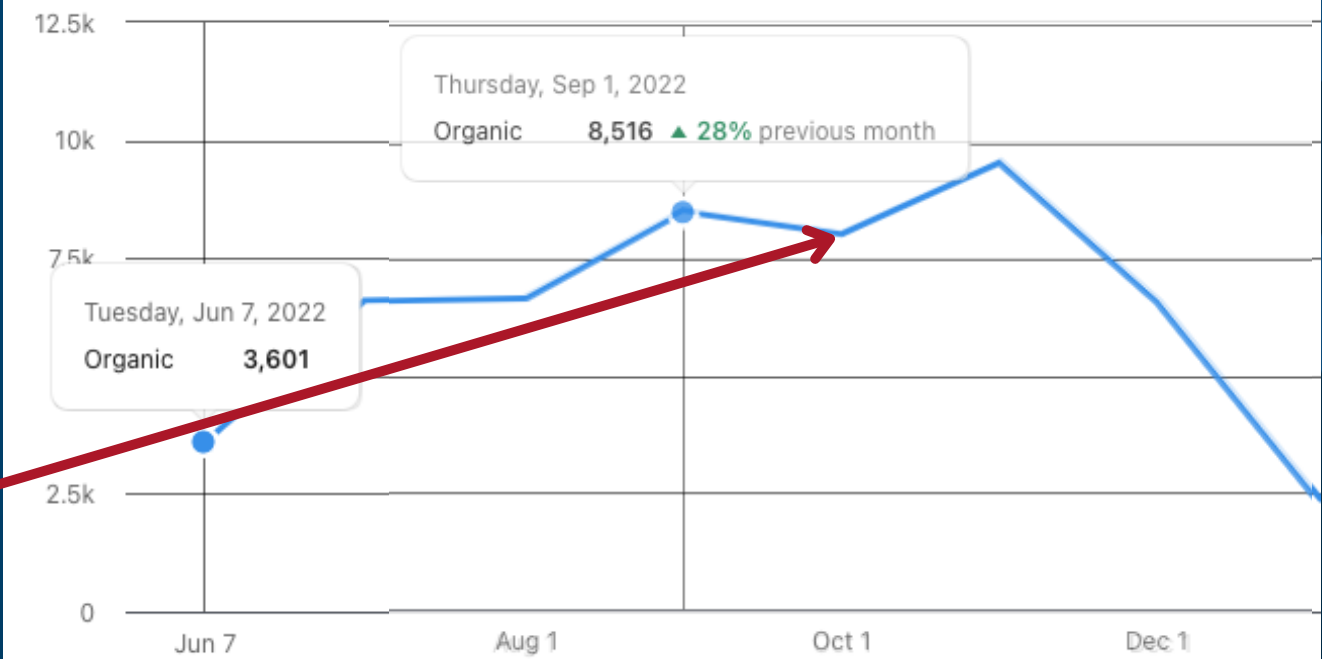
On September 29, 2022, a post-conference message was able to achieve the highest engagement rate, 4.7%. The post contained a slide presentation with 7 key takeaways.



Engagement rate



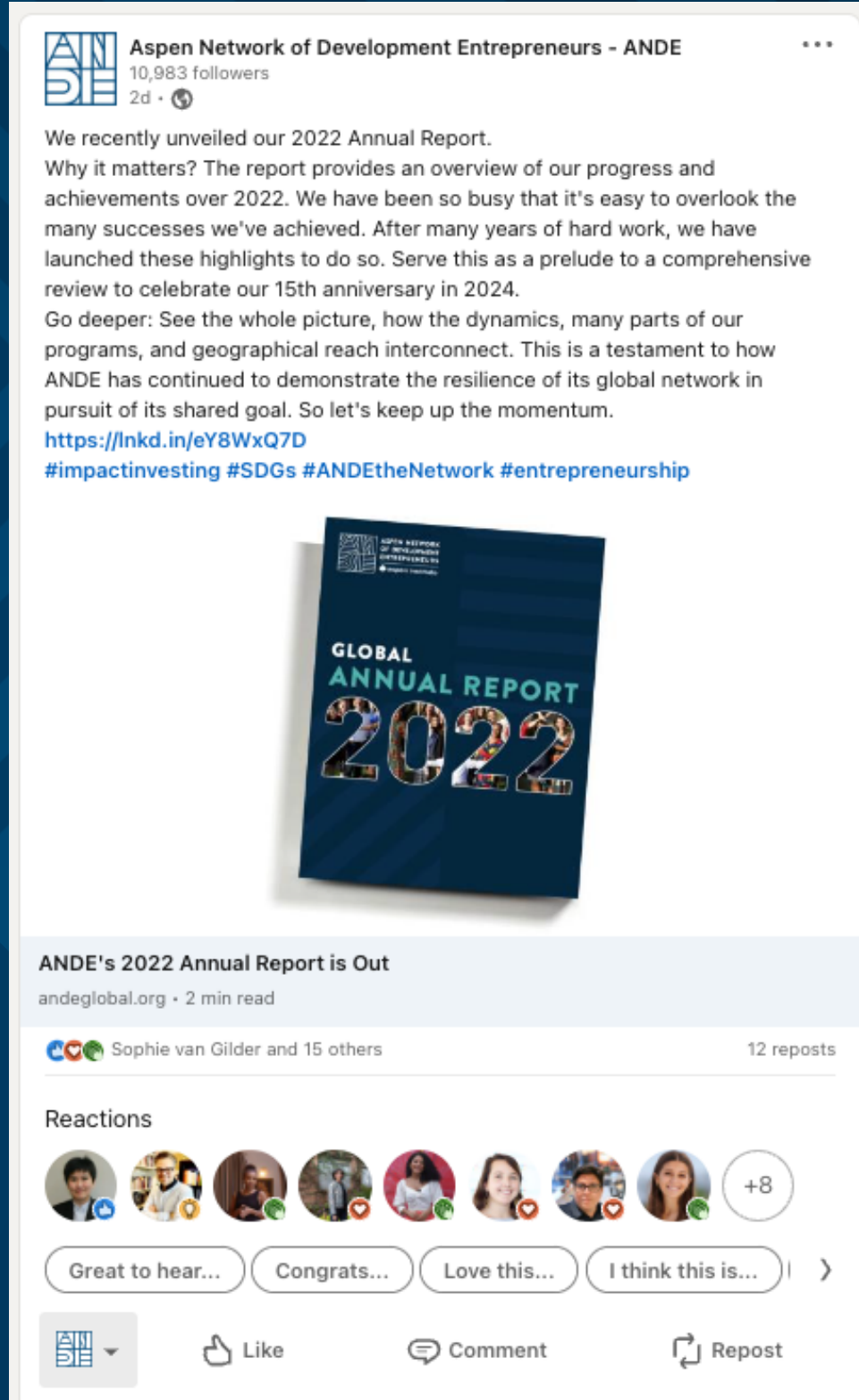
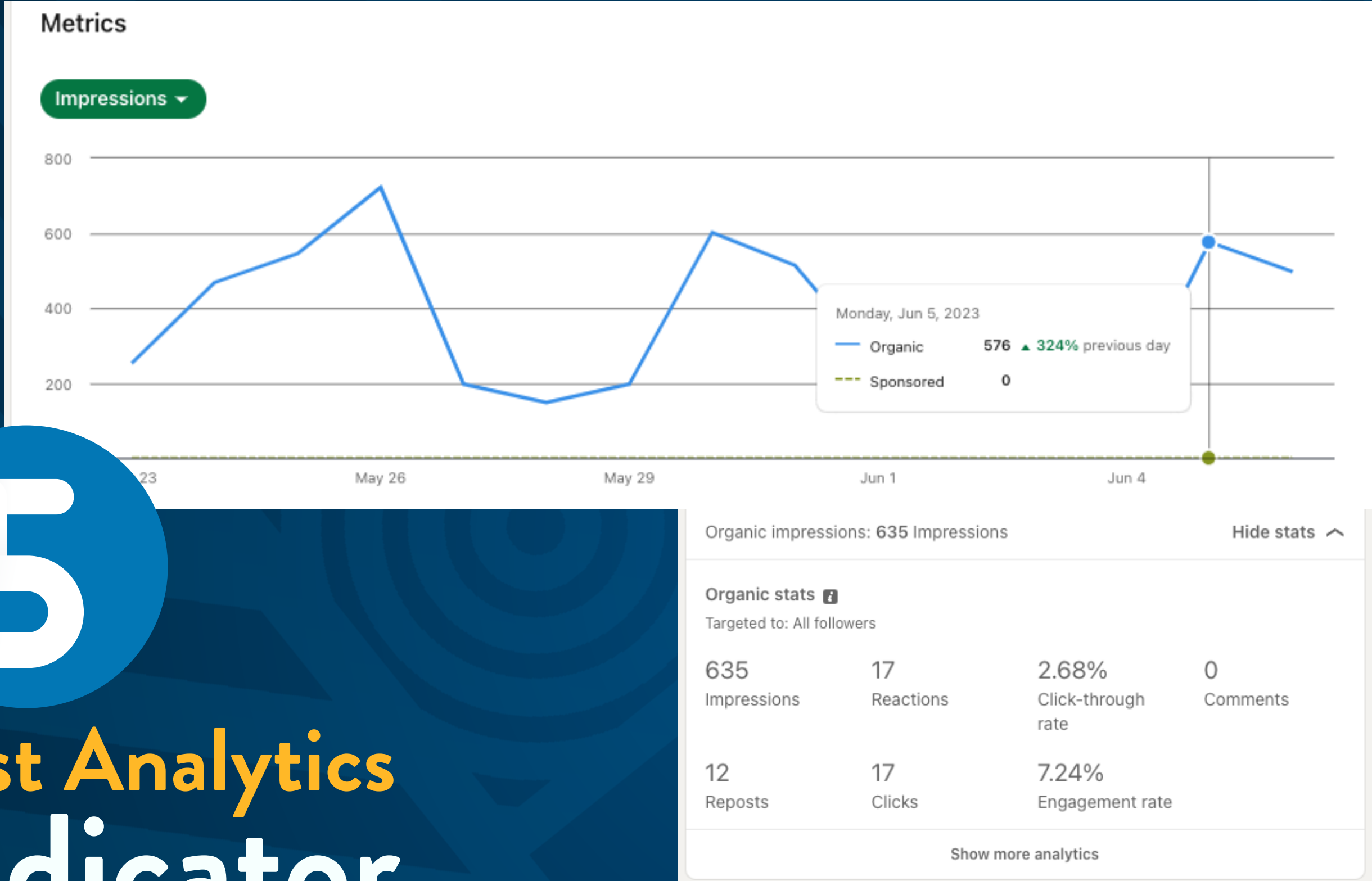
Unique impressions



5

Post Analytics Indicator

By coordinating the launch of the 2022 Annual Report, we achieved a 7.24% engagement rate in just two days. This serves as a demo of what an intentional coordination of team effort could achieve.





The team's alternate threads performed even better.

Indicator

The news and ideas presented in the report have been widely shared on ANDE's LinkedIn network, surpassing the sharing of any previous posts to date.

Richenda Van Leeuwen • You
Executive Director (VP) at Aspen Network of Development Entrepreneurs - ANDE
6d • Edited • 🌐

Dear ANDE members and friends:

I'm delighted to share with you the ...see more

31

Like Comment

1,650 impressions

Sekai Chiwandamira • 1st
Extractive Industries Lawyer | Impact Investing | African Partne...
1w • Edited • 🌐

We are delighted to share the [#ANDEAnnualReport2022](#) with all of you!

...see more

Juan Carlos Thomas • 1st
Global Entrepreneurship Director at TechnoServe
1w • 🌐

Do you want to learn more about what is working in Small Growing Business Development? Check out the last [Aspen Network of Development Entrepreneurs - ANDE Annual Report](#). Lots c ...see more

ANDE's 2022 Annual Report is Out
andeglobal.org • 2 min read

You and 7 others

LinkedIn

Conversation Driver

- Focused on professionals and businesses
- Targeting capability
- Thought Leadership and Branding
- Facilitates light to complex Content Sharing and Engagement
- Existing Networking and Partnerships
- Potential for growth with the strategic target audience

Apply best practices for LinkedIn Campaigns

ANDE can become LinkedIn Influencer

Individuals in the team already excel at LinkedIn and have a consistent presence on other social media channels. However, with a wealth of content available, our posting coordination can be more intentionally driven.

We can establish common best practices, helping individual members elevate their professional profiles and use ANDE's team strengths.

It's expensive and time-consuming to become a social media influencer with substance. For ANDE, it could be possible in LinkedIn if we follow and organic fine-tuning and create synchrony and deepen relationships with followers through interactive content.



JAN
2023

MOST FOLLOWED PEOPLE ON LINKEDIN

LINKEDIN PERSONAL ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	ACCOUNT HOLDER	FOLLOWERS	#	ACCOUNT HOLDER	FOLLOWERS
01	BILL GATES	36,120,000	11	DEEPAK CHOPRA	5,820,000
02	RICHARD BRANSON	19,770,000	12	DANIEL GOLEMAN	5,730,000
03	JEFF WEINER	10,750,000	13	JUSTIN TRUDEAU	5,490,000
04	SATYA NADELLA	10,260,000	14	GARY VAYNERCHUK	5,370,000
05	ARIANA HUFFINGTON	10,200,000	15	ADAM GRANT	5,030,000
06	MARK CUBAN	7,630,000	16	ANTHONY J JAMES	4,070,000
07	TONY ROBBINS	7,300,000	17	NARENDRA MODI	3,940,000
08	MELINDA FRENCH GATES	7,220,000	18	BRENÉ BROWN	3,900,000
09	JACK WELCH	7,160,000	19	IAN BREMMER	3,800,000
10	SIMON SINEK	6,540,000	20	KEVIN O'LEARY	3,760,000

People Follow People

LinkedIn influencers, mostly have an aspirational agenda of change aligned with ANDE's mission

JAN
2023

LINKEDIN AD REACH RANKING

COUNTRIES AND TERRITORIES WITH THE LARGEST LINKEDIN ADVERTISING AUDIENCES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

#	LOCATION	TOTAL REACH	REACH vs. POP. 18+	#	LOCATION	TOTAL REACH	REACH vs. POP. 18+
01	UNITED STATES OF AMERICA	200,000,000	75.4%	10=	SPAIN	17,000,000	43.0%
02	INDIA	99,000,000	10.0%	12	GERMANY	15,000,000	21.6%
03	CHINA	60,000,000	5.3%	13	AUSTRALIA	14,000,000	67.9%
04	BRAZIL	59,000,000	36.2%	14=	PHILIPPINES	13,000,000	17.4%
05	UNITED KINGDOM	35,000,000	65.4%	14=	TURKEY	13,000,000	21.0%
06	FRANCE	26,000,000	50.7%	16	COLOMBIA	12,000,000	31.1%
07	INDONESIA	23,000,000	11.9%	17=	ARGENTINA	11,000,000	33.3%
08	CANADA	21,000,000	66.9%	17=	SOUTH AFRICA	11,000,000	27.5%
09	MEXICO	19,000,000	21.0%	19	NETHERLANDS	10,000,000	69.9%
10=	ITALY	17,000,000	34.0%	20	PAKISTAN	9,300,000	6.8%

Campaigns are Effective in Key Countries

Pay ads reach performance is a reference to what organic content can achieve

Grow Our Following

Leverage our network and lead the conversation by applying axioms:

What is new? Research —announcements...

Why it matters? Staff and members' reflections.

Go deeper. Essays by experts. Share readings and experiences on subjects related to the mission.



Engage the Network

in Interactive & Compelling Ways

LinkedIn Live and LinkedIn Events.

LinkedIn Groups.

Video Essays/Explainers/ Podcast style commentary

Members Video Spotlight

Staff stories

Video Updates

Webinars

Newsletters



Engage

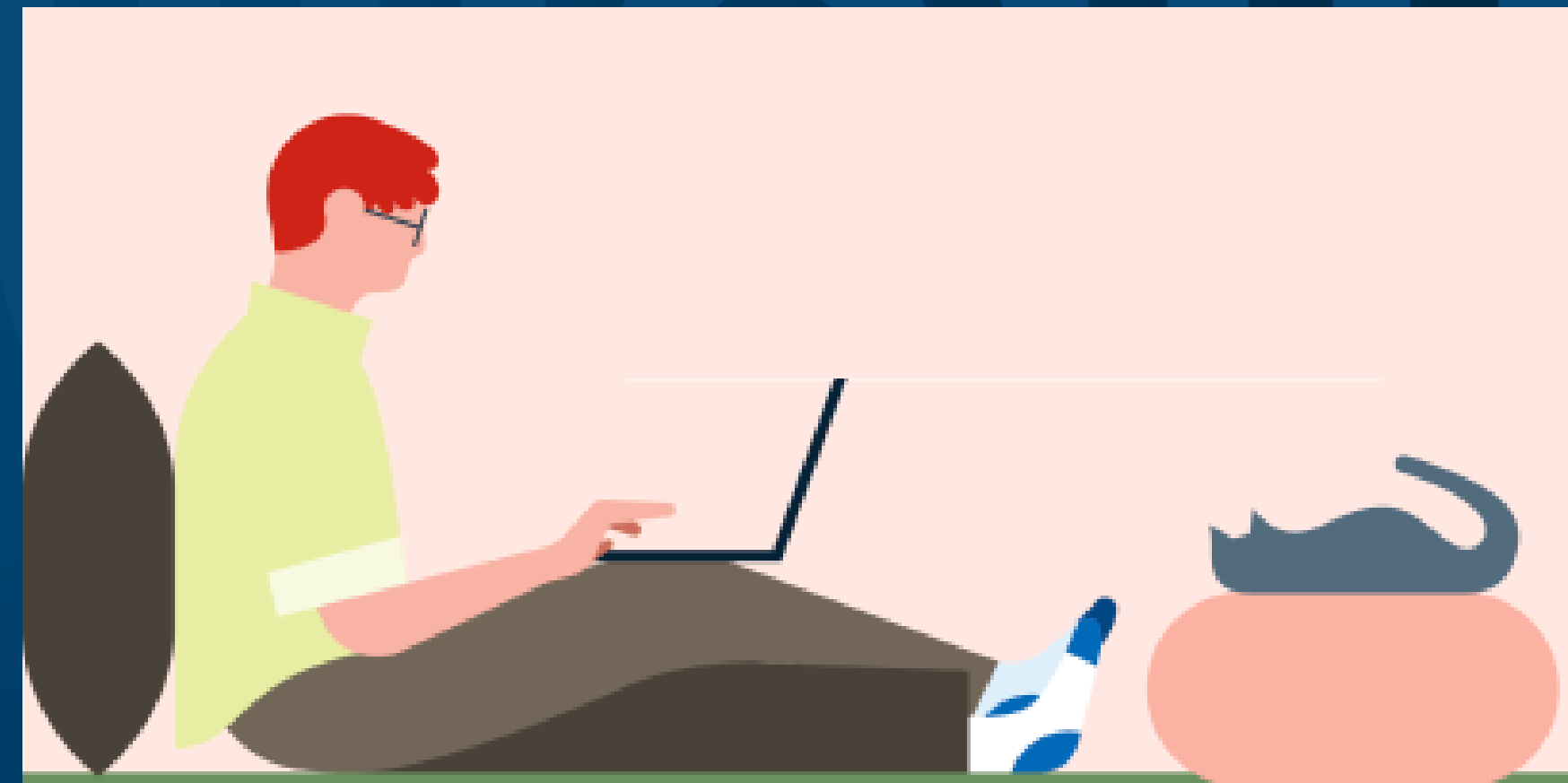
Without New Content

Join conversations and tag trending topics connecting with the AC.

Search hashtags and keywords to find content and engage, creating segways to the AC agenda.

Engage with related LinkedIn groups and share knowledge base and archive content with their network.

Leverage content from other platforms and share LinkedIn content on our other platforms too.



Team Building

We can build the capacity to work in real-time and pull a sound campaign for the Annual Conference.

We need to:

- Determine a budget for the campaign.
- Create an ad hoc comms team for the following roles:
 - Content writers and newsletter management
 - Producer for blog/web newsletter updates
 - Social media manager
 - PR/ Media, Partners, and Members' engagement
 - Designer.
 - Video Edition.



#ACCELERATINGACTION



Roles & Responsibilities

See Matrix



Thank You

ANDE Communications

May 2023

Content By Roger Santodomingo

Design By Clarissa Kramer