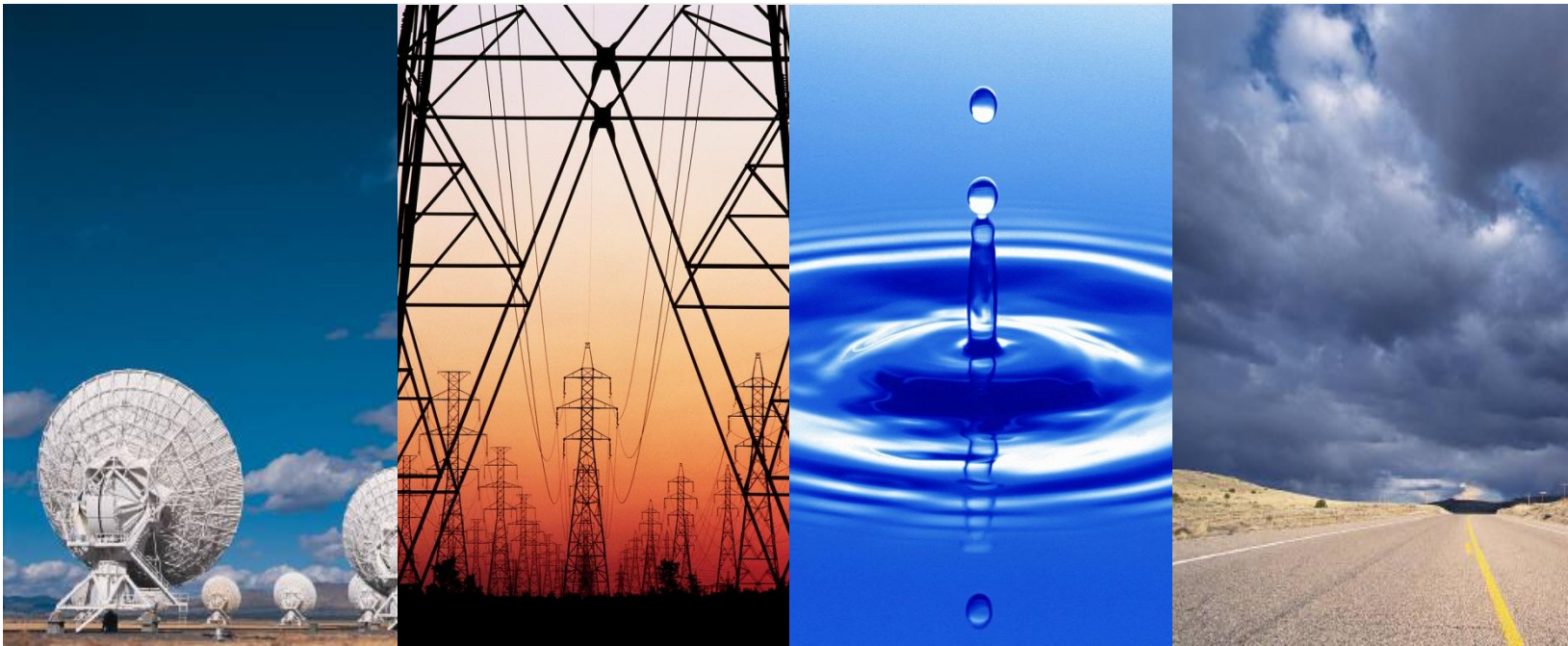


ICA Communications 2011



Lisa SALYER
ICA Communications Officer

CONSULTANTS

- January-June 2011
Part-time consultant based in UK
'as needed' approach
 - October to present 2011
Communications Officer based in
Tunis
pro-active, 'hands on' approach
-

ACTIVITIES 2011

Published articles:

- ‘Powering Africa’s Growth’ in *This is Africa* magazine (Financial Times)
 - ‘Africa’s Infrastructure – The Key to Economic Progress’ in *Global Trader Guide to African Markets*
-

ACTIVITIES 2011

New additions to ICA website:

- **Knowledge Center (KC)**
design, navigation & usability issues
 - **Project Preparation Fund Finder (PPFF)**
 - **Homepage & navigation**
new wider layout & added elements
-

ACTIVITIES 2011

ICA web management:

- **Increased web content autonomy**
Content Management System
 - **Google Analytics**
track web visits after launch &
promotion of KC & PPF
-

ACTIVITIES 2011

ICA web content:

- **Corrections, translations & updates**
 - **News alerts** on new African infrastructure projects
 - **Knowledge Center** upload documents
 - **KC & PPF** FAQs, presentation info, promotion
-

ACTIVITIES 2011

Style/Branding:

- ✓ Major documents **editing, formatting and style?**
- ✓ New template for Powerpoint presentations

Other issues:

- ✓ **External promotion of PPFF & KC**
 - ✓ **Internal Communications**
 - ✓ **Media & Communications contacts**
-

Your feedback is welcome

Lisa Salyer
ICA Communications
l.salyer@afdb.org

Secretariat for the Infrastructure Consortium for Africa
c/o African Development Bank
B.P.323-1002 Tunis Belvédère - Tunisia
www.icafrica.org