



Collaborative Research
on Sorghum and Millet

SMIL

**COMMUNICATIONS
& MARKETING**

ONGOING SUPPORT



WEBSITE

ONGOING UPDATES



SOCIAL MEDIA

LINKEDIN &
TWITTER



MATERIALS

ALSO ONLINE &
UPDATING



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on Sorghum and Millet

COUNTRY CAPSTONE COMMUNICATIONS



PURPOSE

WE WANT TO END THE SMIL PHASE 2 ON A HIGH NOTE AND EMPOWER THE COUNTRIES TO HAVE THE TOOLS THEY NEED TO CONTINUE TO SUPPORT THE IMPORTANCE OF SORGHUM AND MILLET AND THE PROJECTS THAT HAVE IMPACTED THEIR RESEARCH COMMUNITIES, COMPANIES AND INDIVIDUALS.

WE WANT TO PRESENT INDIVIDUAL COUNTRY CAPSTONE BOOKS, HANDOUTS AND VIDEOS TO HIGHLIGHT THE WORK AND RESEARCH AND OPPORTUNITIES FOR THE FUTURE.



Phases

PREP WORK

- Focus on taking what is already gathered
- Add updates to specific research wins
- Understanding each of the country's needs

PHASE 1- AT ANNUAL MEETINGS

- Present initial outline for review from country teams
- Conduct interviews with stakeholders to gain insights and interviews for Phase 2 videos
- Gather feedback to Phase 2 edits

PHASE 2- COMPLETE BY GLOBAL CONFERENCE

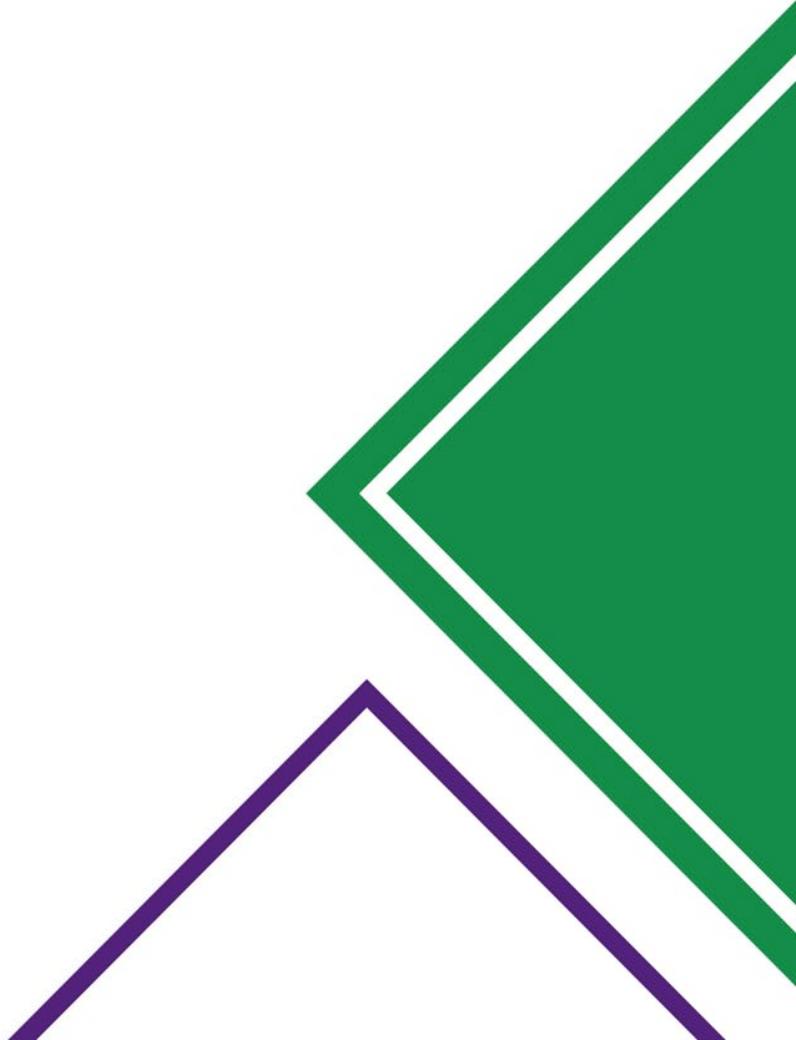
- Create highlight videos for each country's success and also moving forward opportunities
- Edit books to include feedback from Phase 1 in-person meetings
- Create 1-page handouts from larger book
- Create materials for Global Sorghum Conference





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IDENTIFYING OUR AUDIENCE



PHASE 1 OUTLINE

- Overview (Consistent across all three countries)
 - SMIL, USAID, Global, Big Network, All things Sorghum and Pearl Millet
- Contextualization for the Audience
 - An ancient grain, but a solution for the future
 - Sorghum and pearl millet utilization, food, feed,
 - Modern food table applications
- Planting Breeding Pipeline
 - Responding to needs, heat, drought, disease, food applications, forage/feed, etc.
 - Bioenhancement, not GMO, climate-smart, resiliency (USAID), national governments talk sustainable food systems, locally developed solutions
- Focus Areas (highlight results and people affected)
 - Adaptation to Climate
 - Nutrition
 - Business Partnerships
- Human & Institutional Capacity Development
 - Students # & stats
 - Feature 2-3 students maybe current and past
 - Skills transfer with regional learning or local training for researchers, farmers, etc
- Global Connection
 - Stakeholder outreach
 - Market chain value
 - Overarching SMIL global hub
- Endorsements
 - Highlight statements from farmer associations, NARS, any government officials, private industry
 - Team photos
- Prospectus future opportunities
 - Market opportunities for sorghum and pearl millet
 - Adaptation of new technology

WE NEED YOUR HELP

NEED FROM COUNTRY TEAMS

- Success story updates, wins, specific individuals or companies that have been impacted
- Quotes or testimonials from farmer cooperatives, NARS representatives, in country liaisons
- Prospectus future opportunities
- Any overarching themes we need to cover

SMIL TEAM PROVIDING

- Overarching copy/intro, global perspectives
- Updates to tech transfer graphics to separate by country
- Connection to the latest results we have and countries will fill in missing information