



Masterclass on Strategic Communication, Reputation & Influence for DFIs

 **November 23 – 27, 2026**

 **Abidjan, Côte d'Ivoire**

 **English**



www.adfi-ci.org





Program Overview

The growing incidence of problems and non-African Development Finance Institutions (DFIs) operate at the critical intersection of public policy, private investment, and national and regional development. In an era of heightened scrutiny, geopolitical shifts, and digital transparency, a DFI's reputation is its most valuable currency. As important institutions with development mandates, DFIs must communicate not only their financial performance but also their development impact, policy relevance, governance standards, and contributions to national and regional priorities. Strategic communication has become a core institutional capability. Effective communication enables DFIs to strengthen stakeholder confidence, attract partnerships, explain their value proposition, manage reputational risks, and showcase the real-economy impact of their interventions.

This masterclass is designed to equip executives and communication professionals with tools and strategic insights to navigate complex stakeholder ecosystems, safeguard institutional reputation, and leverage communication to drive developmental impact and resource mobilization.

Objectives

- Equip participants with tools to develop strategic communication plans aligned with DFI mandates and institutional strategies.
- Improve participants' ability to translate technical development finance work into clear, credible, and compelling messages for diverse stakeholders.
- Strengthen skills in stakeholder mapping, audience segmentation, media engagement, digital communication, and executive communication.
- Build capacity to communicate development impact through evidence-based storytelling,

data visualization, case studies, and results narratives.

- Enhance institutional readiness for crisis, reputational, and issue-related communication.
- Promote peer learning and the exchange of communication practices among African DFIs.

Participants will work on real institutional communication challenges and leave the programme with draft tools that can be adapted for immediate use in their institutions.

Contents

- Strategic communication in development finance:
- Aligning communication goals directly with institutional mandate and investment targets.
- Stakeholder mapping and audience analysis
- Stakeholder matrix and audience-specific communication priorities
- Communicating development impact
- Media relations, digital engagement, and content planning
- Crisis and reputational communication management
- Monitoring and evaluating communication effectiveness
- Stakeholder Diplomacy & Ecosystem Influence
- Impact Storytelling & Resource Mobilization
- Translating dry financial metrics and complex data into human-centric narratives



The Training and Development Unit

Association of African Development Finance Institutions (AADF)

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Methodology

Expert presentations, facilitated discussions, case studies, group exercises, peer review, role-play..

Who Should Attend?

Communication officers, public relations managers, public affairs managers, community managers, resource mobilization professionals, executive assistants, and senior managers responsible for institutional communication or stakeholder engagement.

Program Administration

The AADFI Directorate will administer the workshop.

AADFI training activities are governed by rules to facilitate maximum learning and foster good relations among participants, instructors, and the Workshop Directorate. Below are the relevant extracts of the regulations for this workshop::

- The nomination of a candidate is deemed to imply their readiness to comply with the advice of the instructors and the Workshop Directorate.
- Participants must promptly and regularly attend all sessions, including group meetings..





Cancelation Policy

- The programme fee paid is non-refundable in the event of non-attendance at the programme. However, it may be used for a future programme with an equivalent registration fee to be held within the following year.
- Furthermore, the fee paid will not be refunded or used for future AADFI programmes if an institution of a registered participant fails to notify AADFI in writing of withdrawal at least 10 working days before the commencement of the programme.
- Nonetheless, the nominating institution reserves the right to replace a registered staff member with another staff member 10 working days before the start of the training.
- AADFI takes measures to ensure that programmes announced are not canceled. However, under circumstances beyond its control, AADFI reserves the right to cancel or reschedule the dates of its programme. In such circumstances, registered participants will be communicated with accordingly.

Hotel Accommodation

Participants are responsible for their travel, board & lodge, and other personal expenses. Negotiation is ongoing with hotels, and negotiated tariffs for board & lodge will be communicated to participants.

Travel Documents and Arrangements

The Government of Kenya has lifted the requirement for an entry visa into Kenya, starting January 2024. All international travelers are no longer required to obtain a visa from an Embassy or Consulate before arrival. The entry visa requirement has been replaced with an electronic Travel Authorization (eTA). All travelers, except citizens of East African countries and foreigners who fall under the exemption category, must complete eTA and receive the authorization before traveling to Kenya. The eTA application can be accessed via: www.etakenya.go.ke

Please note that the AADFI cannot directly procure the eTA for any prospective applicant. Therefore, participants are advised to submit their nomination forms promptly so that they can make necessary travel arrangements in a timely manner.

International Vaccination

The International Vaccination Certificate (Yellow Fever Vaccination Card) is also required for entry into the country.



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