IFEX Strategy Conference 2013 - Overcoming Obstacles - Agenda Overview
19 and 20 June 2013, Phnom Penh, Cambodia

Building on positive feedback from past meetings, the 2013 IFEX Strategy Conference offers even more opportunities to network, share skills and address common challenges to our work. We've included a variety of themes and formats, so you can tailor your experience to your priorities and interests. There are structured sessions to build your organisation's communications strategy as well as a marketplace offering one-on-one time with experts on digital tools and security, fundraising and financial sustainability. You can work in small groups exploring how freedom of expression intersects with other rights and freedoms – assembly, religion, the arts – as well as how these rights and threats are playing out online. Also planned is a town-hall-style session where donors will answer questions on opportunities and emerging trends in the funding landscape.

The conference opens with an overview of Southeast Asia – and a chance to hear from some key regional freedom of expression defenders – and closes with a concert Thursday night featuring the band Cambodian Space Project. As you will see, it's designed to be a hands-on dynamic and experiential conference, so please come prepared with questions, issues and ideas to contribute! Read on for the 2-day agenda guide followed by outlines for each session.

	WEDNESDAY 19 JUNE 2013 (Sessions are mainly in English, interpretation offered in Arabic, Spanish and Russian where noted)						
9:00 - 10:30	**Stories from Southeast Asia** (interpretation in all languages) *Ballroom 2*						
10:30 - 11:00	*Coffee break* **-** *outside Ballroom 2*						
11:00 - 12:30	**Marketplace:** Meet the "Specialists" *Ballroom 3*	**Working Groups**: Freedom of Expression & Other Freedoms (English / Arabic) *Ballroom 2*	**Skills Exchange workshop:** Clicktivism and Beyond (English / Khmer) *Siem Reap*	**The Mixer:** Digital Tools (English) *Phnom Penh*	**Workshop:** Content Development – Editorial Output (English / Russian) *Sihanoukville*	**Workshop:** Getting your message out – Audience (English) *Boardroom 2*	**Movie:** "Reportero" *Imperial 2*
12:30 - 14:00	*LUNCH – Imperial 1*						
14:00 - 15:30	**Marketplace:** Meet the "Specialists" *Ballroom 3*	**Working Groups**: Freedom of Expression & Digital Rights (English/Arabic/ Spanish) *Ballroom 2*	**Skills Exchange workshop:** Clicktivism and Beyond (English / Russian) *Siem Reap*	**Regional Networking in Africa:** (Closed meeting) *Phnom Penh*	**Networking Space:** Tackling Impunity (English) *Sihanoukville*	**Workshop:** Getting your message out – Content Mix (English) *Boardroom 2*	**Movie:** "We Are Legion: The Story of the Hacktivists" *Imperial 2*
15:30 - 16:00	*Coffee break* **-** *outside Ballroom 2*						
16:00-17:30	**Marketplace:** Meet the "Specialists" *Ballroom 3*	**Roundtable:** Spotlight on Cambodia (English/Khmer) *Ballroom 2*	**Skills Exchange workshop:** Clicktivism and Beyond (English / Arabic) *Siem Reap*	**Networking Space:** OPEN *Phnom Penh*	**Workshop:** Content Development – Editorial Output (English / Spanish) *Sihanoukville*	**Workshop:** Getting your message out – Social Media (English) *Boardroom 2*	
Evening	*FREE*						

***Please note:* The IFEX General Meeting is being held on Monday 17 June and Tuesday 18 June 2013 - a closed session for members only - see separate agenda**

	THURSDAY 20 JUNE 2013 (Sessions are mainly in English, interpretation offered in Arabic, Spanish and Russian where noted)						
9:00 - 10:30	**Donor Town Hall** (interpretation in all languages) *Ballroom 2*						
10:30-11:00	*Coffee break - outside Ballroom 2*						
11:00 am - 12:30	**Marketplace:** Meet the "Specialists" *Ballroom 3*	**Working Group**: Freedom of Expression & Digital Rights (English / Russian) *Ballroom 2*	**IFEX-ALC Meeting:** (Closed meeting) *Siem Reap*	**The Mixer:** Digital Tools (English) *Phnom Penh*	**Workshop:** Content Development – Editorial Output (Arabic) *Sihanoukville*	**Workshop:** Getting your message out – Audience (English) *Boardroom 2*	**Movie:** Reportero *Imperial 2*
12:30 - 13:30	*LUNCH – Imperial 1*						
13:30 - 15:00	**Marketplace:** Meet the "Specialists" *Ballroom 3*	**Working Group**: Freedom of Expression & Other Freedoms (English/Arabic/Russian) *Ballroom 2*	**IFEX-ALC Meeting:** (Closed meeting) *Siem Reap*	**Networking Space:** EU Citizens' Initiative (English) *Phnom Penh*	**Networking Space:** Journalists in Distress (English) *Sihanoukville*	**Workshop:** Getting your message out – Content Mix (English) *Boardroom 2*	**Movie:** "We Are Legion: The Story of the Hacktivists" *Imperial 2*
15:00-16:00	**Marketplace:** Meet the "Specialists" *Ballroom 3*	**Networking Space:** OPEN *Ballroom 2*	**IFEX-ALC Meeting:** (Closed meeting) *Siem Reap*	**The Mixer:** Digital Tools (English) *Phnom Penh*	**Networking Space:** Bahrain (English) *Sihanoukville*	**Workshop:** Getting your message out – Social Media (English) *Boardroom 2*	
16:00	*Coffee break* **-** *outside Ballroom 2*						
16:30-22:00	**Closing Event – Rock Concert – Cambodian Space Project**						

Session outlines

Southeast Asia 'Thumbnail Sketch' opening session - Interview style presentation with different countries in the region - for all participants
This session provides participants with an overview of critical FoE issues in the region and an opportunity to connect with IFEX colleagues here and forge relationships to support future joint actions and other campaigns post-conference.

Marketplace - Meet the "Specialists" - A large room set up like an exhibition hall - open to all participants throughout the 2 days.
Participants are expected to bring issues/questions they want advice on when they meet one-on-one with a specialist in the following areas:
Finance – Fundraising and Financial Sustainability Planning / Digital Security – Hands on digital diagnosis and therapy / Digital Tools – How do organisations incorporate digital tools effectively into their work / FOE Champions – Frontline stories and lessons learned.

Working Group - Freedom of Expression and Other Freedoms – offered 2 times, up to 45 participants per session - in small groups
This workshop provides an opportunity for participants to develop our shared understanding of areas where the right to free expression includes, overlaps with, or even conflicts with, other freedoms, specifically freedom of assembly, religious freedom and artistic freedom. After a short presentation on the 3 areas participants will decide which topic most interests them and join in a roundtable discussion facilitated by 2 individuals with expertise and experience in that area.

Skills Exchange workshop - Clicktivism and Beyond – offered 3 times, up to 35 participants per session
This session provides an opportunity for conference participants to learn from and be inspired by the multifaceted campaign approaches of IFEX members based in different regions. They will also gain an understanding of the changing landscape of campaigning in the digital age.

The Mixer - Digital Tools – offered 3 times, up to 25 participants
This 'quick-conversation' session will provide an opportunity for participants to meet organisations and learn about their digital development processes that organisations are engaged in, specifically around how they incorporate digital tools into their work, and to make valuable contacts for future reference.

Workshop - Content Development – offered 3 times, up to 25 participants per session
As content continues to rule, optimization of all types of content is absolutely critical. This session aims to provide insights into the approach to editorial output to support an organisation's efforts to produce effective and engaging free expression content for an international audience.

Workshop - Communications Strategy – each topic offered 3 times, 10 people per session –advance prep work by participants is required
Sessions will be focused on the following themes to support the building of an effective communications strategy:
1. Audience: Defining and effectively targeting your audience
2. Content mix: Creating a compelling mix of content that will engage your audience(s)
3. Social media: Tools, tone, strategy - effective use social media to support communication goals

Working Group - Freedom of Expression and Digital Rights – offered 2 times, up to 45 participants per session - in small groups
This workshop provides an opportunity for participants to contribute to our shared understanding of free expression in cyberspace. The 3 areas of focus are Privacy, Digital Security and Digital Policy. After a presentation about the 3 areas participants will choose the topic that interests them most and move into a roundtable discussion facilitated by 2 individuals with expertise and experience working in that area.

Roundtable – Spotlight on Cambodia – offered once, led by IFEX meeting host CCHR, up to 50 participants
This session provides an opportunity for participants to learn more about the free expression issues facing Cambodians.

Networking Space
In response to IFEX members' requests for formalized networking time, we have blocked off time on Wednesday and Thursday for members to organise their own meetings. Meetings being planned include - Tackling Impunity led by CMFR / Journalists in Distress led by CPJ / EU Citizens' Initiative led by SEENPM / Bahrain led by BCHR.

Movie
Documentaries being offered are "Reportero" (71 mintes) and "We Are Legion: The Story of the Hacktivists" (93 minutes)

Donor Town Hall – Town-hall-style session with at least 5 donors - for all participants
Building on the IFEX-CIMA donor trends analysis research of 2011, this session will bring participants and donors together in a town hall environment to look at the current funding landscape for FOE, emerging trends and other questions generated by participants.