

AUDA-NEPAD COVID-19 RESPONSE WEBINAR SERIES

“GALVANISING AFRICAN INDUSTRIAL CAPACITY TO
SUPPLY PHARMACEUTICALS AND MEDICAL PRODUCTS”



HOSTED BY:



DFSAfrica

POST WEBINAR SYNOPSIS
13 APRIL 2020

The overall purpose of the COVID-19 response is for AUDA-NEPAD to support African countries navigate this uncharted territory with minimal casualties. AUDA-NEPAD in partnership with DFS Africa developed a digital communication strategy to facilitate communication with Africans wherever they are with the right information about COVID-19, prevention, medication and best practices.

The availability of a reliable digital communication platform during a pandemic can be the difference between safety and the loss of millions of lives. Due to the importance of quality communications in such a critical time, AUDA-NEPAD with technical support of DFS Africa has developed 8 sessions of webinars that will bring together all the leading institutions at the forefront of combating COVID-19 on the continent. For further information on the topics to be considered and organisations that we will be working with, please visit: <https://www.africapharmaconf.com/site/webinars/>



As part of the strategy to deliver a multipurpose digital communication platform for AUDA-NEPAD COVID-19 a tool was developed that could collect data and manage liaison with all the digital communication implementation stakeholders' e.g. technology providers, vendors, speakers, marketing etc. The platform is also used to manage knowledge gaps and create relevant content for AUDA-NEPAD and the other institutions at the forefront of combating COVID-19 in Africa.



The first webinar in the AUDA-NEPAD COVID-19 response was a success with 565 registered participants from 39 countries, of whom 32 of them are African countries, spread across 4 continents.

Over the next 3 months with 8 webinars planned for each fortnight, our analysis show we will grow the database to about 7,000 active users and an average of 2,000 registered participants for each webinar.



WEBINAR IN NUMBERS

OVERALL



565

Registered
Delegates



7

Speakers



60%

Level of Engagement
During Q&A

COUNTRY PARTICIPANTS



32

African
Countries



7

Other
Countries



4

Continents
Represented

DELEGATE ROLES



295

Members of the
Public



144

Local Pharma &
Medical Supplies



45

Multilaterals &
Development
Agencies



25

Academics &
Researchers



24

Government officials



15

NGOs and Civil
Societies



12

Investors & DFIs



5

Media & Press