

THEMES FOR ZANZIBAR 2026 TRAINING CONFERENCE

TRAINING THEME

Strategic Communication & Project Visibility: Enhancing Impact in Donor-Funded Projects

a. TRAINING OBJECTIVES

The overall objective of this Masterclass is to strengthen the capacity of professionals, institutions, and project teams to design, implement, and sustain effective communication and visibility strategies that enhance the impact, credibility, and sustainability of donor-funded projects.

Specifically, the training aims to:

1. **Build Strategic Communication Capacity**

Equip participants with practical skills to plan, implement, and manage strategic communication frameworks aligned with donor expectations and project objectives.

2. **Improve Project Visibility and Branding**

Enable participants to design effective visibility plans that communicate project achievements, outcomes, and success stories to donors, stakeholders, and the general public.

3. **Enhance Stakeholder Engagement**

Strengthen participants' ability to identify, map, and engage stakeholders—including donors, beneficiaries, policymakers, and media—through targeted communication strategies.

4. **Strengthen Accountability and Transparency**

Improve the use of communication tools to promote transparency, compliance, and accountability in the implementation of donor-funded projects.

5. **Integrate Communication into Project Lifecycle**

Promote the integration of communication and visibility strategies into all stages of the project cycle—from design and implementation to monitoring, reporting, and closure.

6. **Leverage Digital Tools and Media Platforms**

Build competence in the use of digital media, storytelling, social media, data visualization, and multimedia tools to amplify project visibility and impact.

7. Enhance Reporting and Knowledge Sharing

Strengthen participants' capacity to produce high-quality communication products such as project briefs, newsletters, success stories, donor reports, policy briefs, and impact summaries.

8. Promote Sustainability of Donor-Funded Projects

Equip institutions with communication strategies that support donor confidence, resource mobilization, partnership development, and project sustainability beyond funding cycles.

b. JUSTIFICATION FOR THE TRAINING

In today's development and public-sector environment, successful donor-funded projects are no longer evaluated solely on financial compliance and activity completion, but increasingly on visibility, transparency, stakeholder engagement, and measurable impact.

Despite significant investments by donors, many projects underperform in communicating results, lessons learned, and societal value. This gap often leads to weak stakeholder awareness, reduced donor confidence, limited scalability, and missed opportunities for future funding.

The justification for this training includes the following:

1. Growing Donor Expectations

Donors increasingly demand clear communication of results, evidence of impact, adherence to branding guidelines, and visibility of funded interventions. This training responds directly to these expectations.

2. Need for Professionalized Project Communication

Many institutions lack structured communication strategies and trained communication teams capable of translating technical project outcomes into compelling narratives for diverse audiences.

3. Weak Integration of Communication in Project Management

Communication and visibility are often treated as afterthoughts rather than core components of project planning and implementation. This training embeds communication as a strategic project function.

4. Digital Transformation and Media Influence

The rise of digital platforms has transformed how projects are perceived, monitored, and evaluated. Institutions must now leverage digital tools effectively to remain relevant and visible.

5. Enhancing Institutional Reputation and Credibility

Strong communication practices enhance institutional image, public

trust, donor relations, and policy influence—critical for long-term organizational sustainability.

6. Maximizing Development Impact

Projects achieve greater social, economic, and developmental impact when results are clearly communicated, lessons are shared, and stakeholders are actively engaged.

7. Strengthening Future Funding Opportunities

Effective project visibility significantly improves the chances of securing follow-on funding, partnerships, and donor confidence.

c. EXPECTED OUTCOMES

By the end of the training, participants will:

- Develop practical Communication & Visibility Plans for donor-funded projects
- Apply donor-compliant branding and visibility standards
- Produce high-quality communication materials
- Strengthen stakeholder engagement strategies
- Improve institutional visibility and credibility
- Enhance project sustainability and impact

D. Venue and Pricing Details

✚ PROPOSED VENUE



ZANZIBAR, UNITED REPUBLIC OF TANZANIA

✚ PROGRAM FEE

\$3,000 (Three Thousand US Dollars) only, per participant. This covers Training Fee, Course materials, Software, Tea break and Lunch, Certificate and Tour.

✚ PROGRAM DURATION

1 Week (March 23-27, 2026)

✚ ONLINE REGISTRATION LINK:

<https://cibeusa.org/zanzibar-training-conference/>

 **THE FEE IS PAYABLE INTO THE FOLLOWING ACCOUNT:**

USA

Account Title: Certified Institute of Business Entrepreneurs

Bank Name: Capital One

Account Number: 2082758170

Sort Code: 065000090

Bank Address: 3110 College Dr., Baton Rouge, LA 70808, USA.



F. Faculty

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Prof. Damien Ejigiri- Southern University, USA.

Dr. Isaac Lambe – Bingham University, Karu- Nigeria.

Abosede Famuyiwa- Legal Aid Council of Nigeria.

Huzaifa Nakhoda- Navigate Consulting, Dubai, UAE.

Grace Rwakarema – Office of the Auditor General, Kigali, Rwanda.

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Gabriel Mpezamihigo- Office of the Auditor General, Kigali, Rwanda.

Prof. Bideri I. Nyamulinda - University of Rwanda

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PARTNERS & AFFILIATIONS:



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