



From Idea to Market: Breaking New Ground in Reaching Underserved Savers

UNCDF MicroLead 4th Annual Peer-Learning Workshop Dar es Salaam, Tanzania

Monday, 6 March 2017		Speakers / Panelists
16:30 – 19:00		<i>Opening to be held @ the Slipway Hotel</i>
	Welcoming Speeches <i>Paparazzi Bar</i>	Ivana Damjanov, UNCDF MicroLead Henri Dommel, Director, UNCDF FIPA
	Women at the Center of Economic Empowerment in Tanzania <i>Interactive Q&A/panel with guest speakers</i> <i>Paparazzi Bar</i>	Moderator: Ivana Damjanov, UNCDF MicroLead <ul style="list-style-type: none"> ▪ Alvaro Rodriguez, UN Resident Coordinator ▪ Maria Karadenizli, UN Women Country Director ▪ Beng'i Issa, Executive Secretary, National Economic Empowerment Council ▪ Irene Mlola, Operations Director, FSDT
19:00-21:00		Welcome Cocktail @ the Slipway Hotel Terrace Restaurant
Tuesday, 7 March 2017		
Coral Beach Best Western Hotel, Masaki		
8:30-10:00	Opening Plenary Introduction to the Workshop: <i>Workshop themes, schedule and objectives</i> Intro to the Human-Centered Design (HCD) Approach <u>Keynote Speakers</u>	MicroLead Team Prabhat Labh – MasterCard Foundation Alexandra Fiorillo, Principal, GRID Impact Gillian Brown, Expert in Gender Equality Sabasaba Moshingi, CEO, Tanzania Postal Bank
10:00-10:30	Break	
10:30-12:30	Demystifying Client Centricity Part 1: The Tanzania Experience 90 min – Panel Discussion: Experience of Tanzanian Actors in Applying CC and HCD process, results & lessons learned 30 min – Q&A	Moderator: Tosh Juma, Creative Lead, Design Impact Group, Dalberg <ul style="list-style-type: none"> ▪ Cathleen Tobin, Director, Consumer Insights, WWB ▪ Stephen Adili, Manager of Value Added Services, NMB ▪ Christian Pennotti, Director, CARE Access Africa ▪ Elvis Mushi, Head of Research, FSDT

12:30-13:30	Lunch Break	
13:30-15:30	Toolkits for Digital Financial Services: <i>How to Succeed in Your Digital Journey</i> <i>Panel & interactive session highlighting the new PHB/MLE toolkits</i>	Pete Sparreboom, Director, PHB Academy Aurélie Wildt-Dagneaux, Head of Learning at PHB Academy UNCDF FSP Partners & Guests
15:30-15:45	Break	
15:45-17:00	Breakout Session # 1 (Choose 1)	
	<u>Breakout 1: New Approaches to Client Education: Insights from Tanzania (and globally)</u>	Sarah Hewitt, Country Head of Operations, Fundación Capital Freedom from Hunger (TBD) Pat Olvera, Creative Director, KhangaRue Media
	<u>Breakout 2: Client Centered Design in Agency Banking: Keeping clients' voices at the center of all steps in the AB development process</u>	Nick Meakin, Director of Digital Financial Services, Africa, Opportunity International Kwaku Acheampong, Head of Corporate Planning, Budgeting and Reporting, Sinapi Aba Savings & Loan
	<u>Breakout 3: Client-focused Business & Marketing Plans: The experience of WOCCU Rwanda in supporting Umurenge SACCOs involving clients' voices</u>	Jean Thiboutot, Project Director, WOCCU Rwanda
17:00-17:30	Daily Wrap Up & Logistics Overview for Field Trip, Experiencing Rapid-Prototyping: Intro Exercise	MicroLead Team Alexandra Fiorillo, Principal, GRID Impact
19:00	BBQ Dinner @ Coral Beach Best Western	

Wednesday, 8 March 2017 – Group Task and Field Trip

Coral Beach Best Western Hotel, Masaki

8:30 – 12:00	Demystifying Client Centricity Part 2: <i>Putting HCD into Practice</i>	Alexandra Fiorillo, Principal, GRID Impact
12.00- 17.00	Field Testing: <i>Rapid Prototyping with Users (NMB and TPB Branches in the Dar es Salaam area)</i>	Alexandra Fiorillo, Principal, GRID Impact <i>Boxed lunch on the bus</i>
19:00	Free evening – Buffet Dinner available @ Coral Beach Best Western Hotel	

Thursday, 9 March 2017

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08:30-10:00	Debriefing on the Field Trip & Finalization of Group Prototypes	Alexandra Fiorillo, Principal, GRID Impact
10:00-10:30	Break	
10:30-11:15	Group Presentations	
11:15-11:30	Judges Select Winners	Guest Judges (TBD)
11:30-12:30	Trade Show Set Up and Mingling	All workshop participants invited!
2:30-13:30	Lunch break	
13:30-15:30	The “Go / No-Go” Framework: <i>Small-Balance Deposit Mobilization</i> <i>Interactive session highlighting new EAC/MLE toolkit on deciding whether a small balance savings strategy is the right choice for an FSP.</i>	Barbara Magnoni, Founder, EA Consultants UNCDF FSP Partners & Guests
15:30-16:00	Break	
16:00-17:15	Breakout Session #2 (Choose 1)	
	<u>Breakout 1: Targeting Non-Traditional Segments:</u> Focus on Youth!	Cathleen Tobin, Director, Consumer Insights, WWB Rahma Mwapachu, Head of Marketing, NMB Joseline Kamuhanda, Senior Mgr, Corporate Affairs and Public Relations, NMB Paul Ekuru, Shujaaz Producer, Well Told Story Shahada Kinyaga, Country Lead, A360 Project, PSI
	<u>Breakout 2: The Golden Land for Microfinance?</u> Challenges and Successes in Myanmar	Satheesh Arjilli, VP, BASIX Consulting & Technology Patrick Mason, COO, Alliance Microfinance Dindo A. Meroy, Training and Dvlpmt Officer, AACCU Faridur Rahman, MD, ASA Microfinance Nahid Khan, General Manager, ASA Microfinance
	<u>Breakout 3: Good Practices in Linking Savings Groups to Banks:</u> The experience of West Africa	Noel da’Cruz Quishinga, Project Manager, MicroLead, CARE Ghana Others TBD
17:15 – 17:30	Wrap-Up of the Day	
18:30 – 20:00	Dinner @ Slipway Waterfront Restaurant	
20:00 - ??	Karaoke fun @ The Slipway Hotel	Paparazzi Bar, Slipway

Friday, 10 March 2017

Coral Beach Best Western Hotel, Masaki

8:30-10:30	Window to the Future: What's Next for MicroLead?	UNCDF MicroLead
	<i>ADC Dashboard Plenary: Building Metrics and Benchmarks to Support Financial Service Sector Growth</i>	Blaine Stephens, COO, The MIX Market
10:30-11:00	Break	
11:00-12:30	30 min – MicroLead Jeopardy	UNCDF MicroLead Team
	30 min – Awards and Wrap-Up	UNCDF MicroLead Prabhat Labh, Program Manager, Financial Inclusion, MasterCard Foundation
12:30-13:30	Lunch	
13:30-17:00	Optional Touristic or Shopping Trip	