

ECONOMIC DEVELOPMENT ASSEMBLY

GLOBAL CITIZEN'S ECONOMIC DEVELOPMENT ASSEMBLY

THE CAMPAIGN

Global Citizen hosted the Economic Development Assembly in Abidjan in 2024. BHM was briefed to provide public relations and communications support; drive media coverage, secure interviews for key spokespeople, and leverage Bridgewater's original research to highlight the importance of investing in Africa's economic development.

PR ACTIVITIES

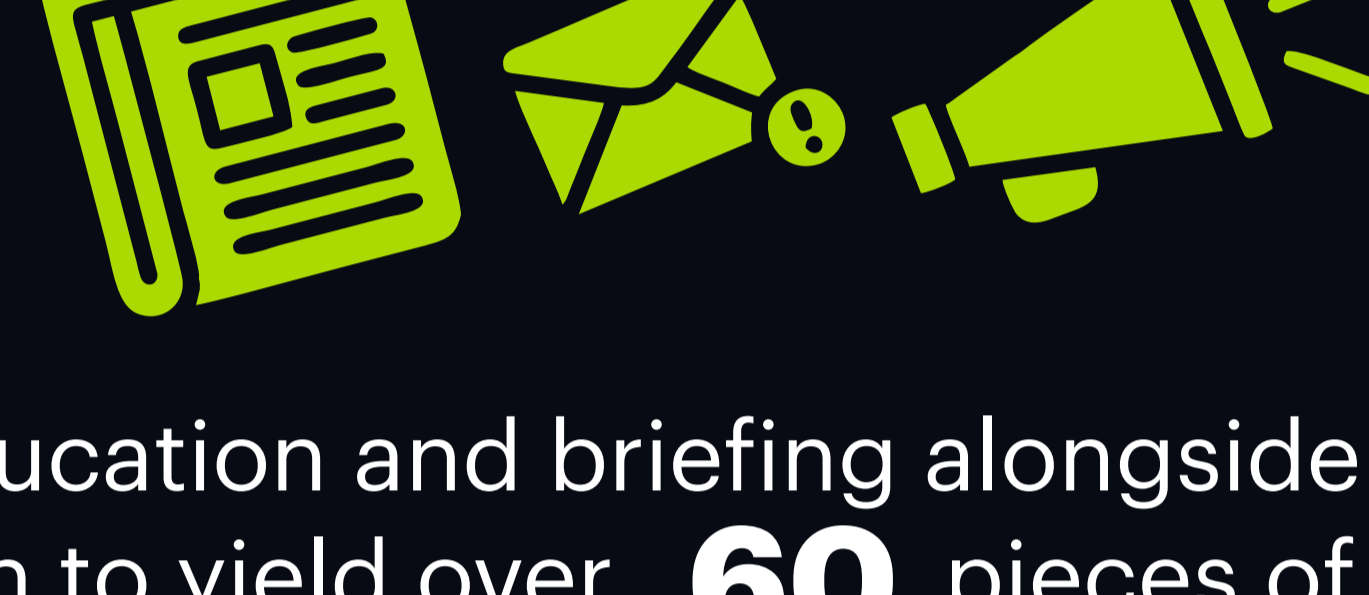


Strategic Advisory - Abidjan-based senior level agency management.

Proactive & reactive press office activities - to include publicity for the Bridgewater research white paper and overseeing the media accreditation process and correspondence with attending press.

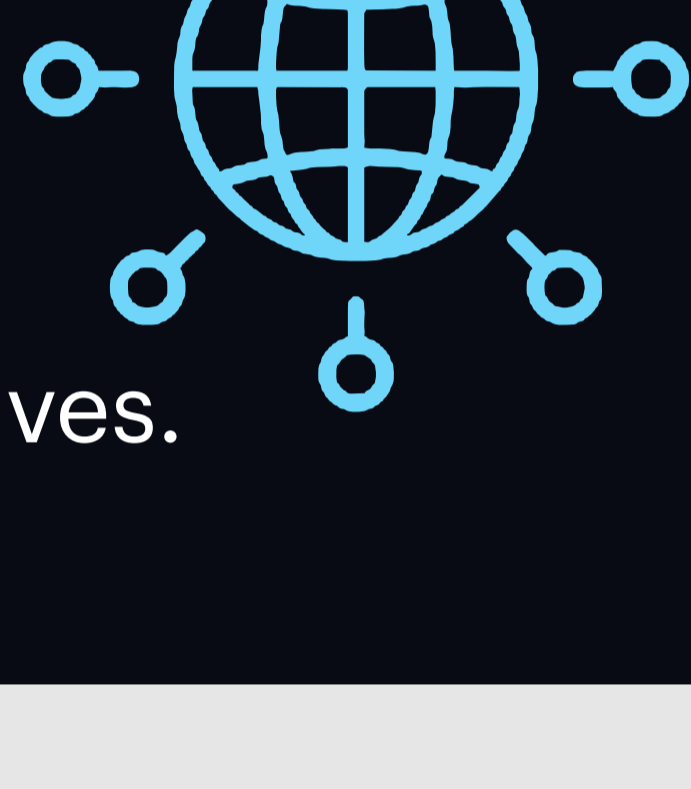
On-the-ground PR support for two days at the Assembly.

Invitation of top tier media and coordination of media activities during the Assembly.



Media education and briefing alongside content syndication to yield over **60** pieces of coverage reaching over **44** million people.

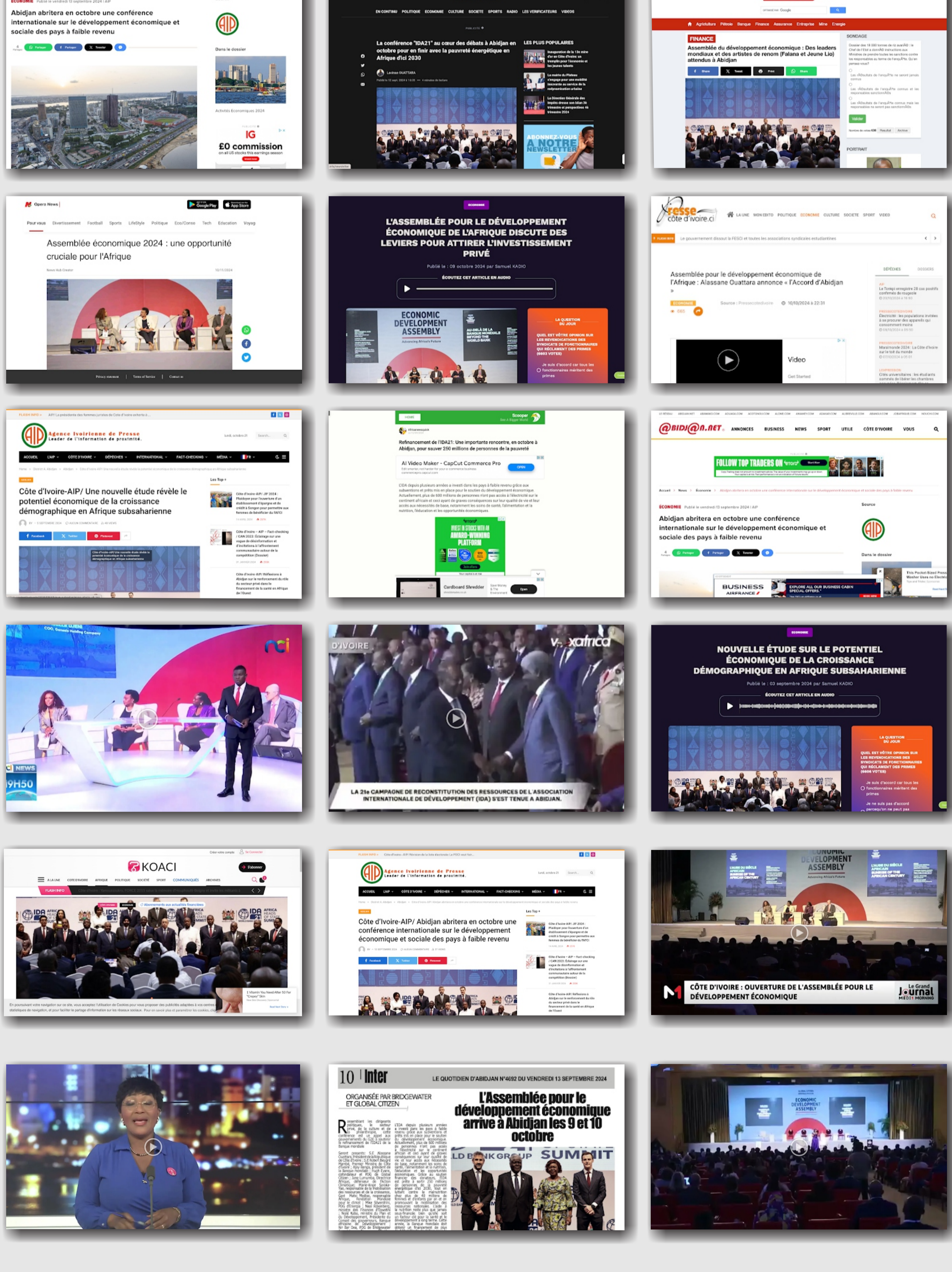
Widespread coverage of the event - targeted pitches with various story angles to **20+** media representatives.



MEDIA ANALYSIS



66 PIECES OF COVERAGE
18.2M ESTIMATED VIEWS
44.5M AUDIENCE REACHED
90:10 POSITIVE TO NEUTRAL SENTIMENTS



OUTTAKES AND OUTCOMES

Increased awareness about Global Citizen, the EDA and its key objectives.

Multiple endorsements and sustained loyalty from senior media executives, publishers, public commentators and investors.

Improvement in Global Citizen's working relationship with their partners and stakeholders.

Increased level of interest of attendee government leaders to contribute to the IDA fund.

