# RHSC Market Development Approaches Working Group - Agenda

**Date:** Monday, 7 October 2013  
**Location:** Crystal Ballroom 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<td>09:30</td>
<td>Registration and Coffee</td>
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| 10:00  | Welcoming Remarks and Introductions  
         *Ian Askew (Population Council)*                                                                |
| 10:15  | Market Dynamics and Shaping: The Global View  
         *MD2020, John Skibiak (Coalition)*  
         *UNCoLSC Market Shaping TRTs, Hema Srinivasan (CHAI)*  
         *Market Dynamics Consultations (Dalberg/Coalition paper), Presenter (TBD)*                      |
| 11:15  | Role of the MDAWG Within the Coalition: Future Directions  
         *RHSC Looking Forward: The Role of Market Development, John Skibiak (Coalition)*  
         *Market Shaping Initiative, Anita Deshpande (Coalition)*                                        |
| 12:15  | Lunch                                                                                            |
| 13:15  | MDAWG Structure and Functions  
         *Membership Survey: Results and Discussion, Anita Deshpande (Coalition)*  
         *Workstreams or Communities of Practice? Ian Askew (Population Council)*                       |
| 14:15  | Examples of Activities from Ongoing Workstreams  
         *Total Market Approaches, Jane Hutching (PATH)*  
         *QuRHM, Lester Chinery (Concept Foundation)*  
         *Innovative Financing, Lester Coutinho (Packard Foundation)*                                    |
| 15:15  | Coffee Break                                                                                      |
| 15:30  | Meeting Constituency Needs: What Can the MDAWG Do for You?  
         *Manufacturers*  
         *Country Programs*  
         *Technical Assistance Organizations*                                                            |
| 16:30  | MDA Facilitated Exercise: Committing to Action  
         *What Activities Can We Take Forward Through the MDAWG in 2014? Ian Askew*  
         *(Population Council) and Anita Deshpande (Coalition)*                                         |
| 17:45  | AOB and Conclusions                                                                             |

**VENUE:** Hotel Lalit