

Challenges and Opportunities in Creating a Centralized Social Communications NGO:

Ad Council Jamaica



Agenda

- What is a Centralized Social Communications NGO?
- Typical working model
- Creating Ad Council Jamaica
- Where things stand
- Cultural concerns
- What Ad Council Jamaica needs to succeed
- Questions/Discussion
 - Is there a need for this kind of organization in your country?

World of Social Communications NGOs



Typical Working Model



Creating Ad Council Jamaica

AdCouncil
JAMAICA

Is this the scene you want for your children?

5 minutes a day can change your child's life

Land of Wood & Garbage?

Let's partner to build the **Jamaica** we want to live in!





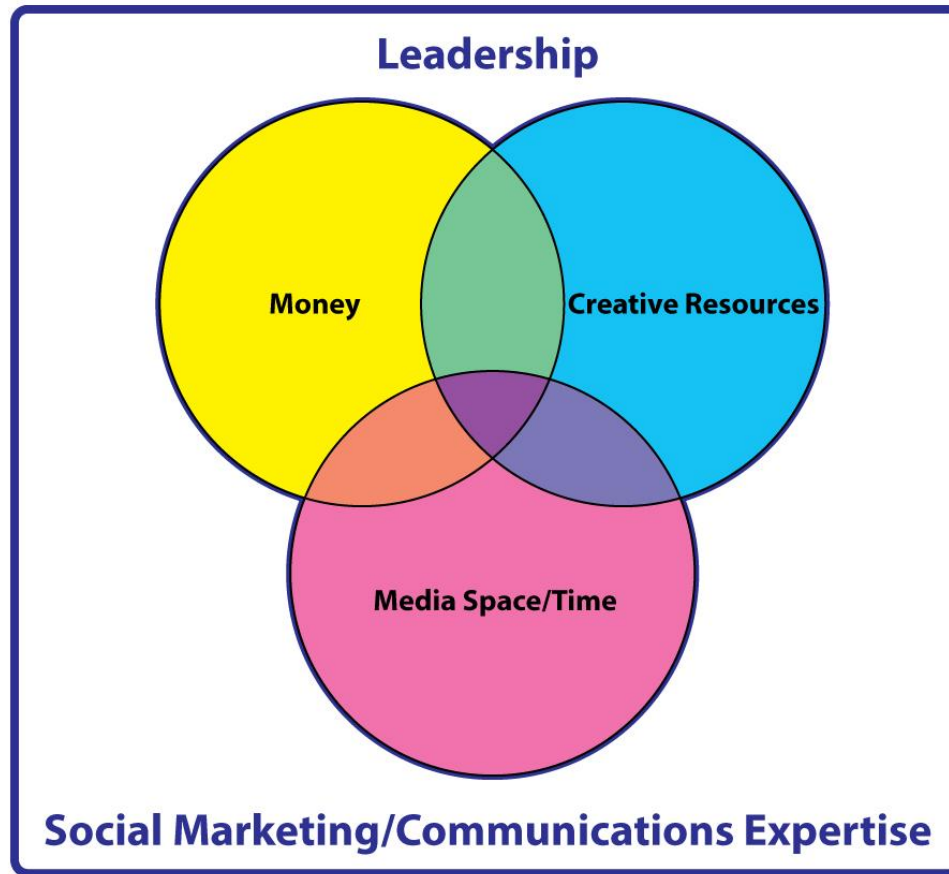
Where things stand



Cultural Issues

- Development funding mentality
- Small, tight-knit group of elites
- Jamaican “reasoning”
- Perfectionism

What Ad Council Jamaica needs to succeed



Questions/Discussion

Is there a need for an organization
like this in your country?

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