

Digital narrative attached

From: "Bildstein, Taylor (IC)" <"/o=canadacentdepl/ou=exchange administrative group (fydibohf23spdlit)/cn=recipients/cn=f59c77ca20b54f96a921f162198db35b-taylor.bi">
To: "Tessier, Jean" <jean.tessier@pco-bcp.gc.ca>
Cc: "Marcella Sousa (IC) (marcella.sousa@canada.ca)" <marcella.sousa@canada.ca>, "Bett, Jason (IC)" <jason.bett@canada.ca>
Date: Thu, 08 Oct 2020 17:32:41 +0000
Attachments: ISED Digital Narrative _ Vaccines 20-09-23_shared_with_PCO.docx (2.41 MB)

Please find the digital narrative attached

Taylor Bildstein

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Innovation, Science and Economic Development / Innovation, Sciences et Développement économique
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-----Original Appointment-----

From: Tessier, Jean <Jean.Tessier@pco-bcp.gc.ca>

Sent: September 17, 2020 4:38 PM

To: Tessier, Jean; Butara, Frank; Martel, Camille (Ext.); Charlebois, Philippe; Donovan, John (Ext.); Maher, Brenna; Mitchell, Heloise; Bildstein, Taylor (IC); Bett, Jason (IC); MacKenzie, Sara (HC/SC); Allison, Catherine (HC/SC); Russo, Laura (HC/SC); Crowder, Cassandra (SAC/ISC); 'Charles.Mojsej@international.gc.ca'; 'James Stott'; Elizabeth Lindsay; Sousa, Marcella (IC); Fasiolo, Raffaele

Cc: Patterson - EXT, Adine (Ext.)

Subject: Vaccine Communications Working Group

When: October 8, 2020 1:00 PM-2:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Telecon: 613-960-7511 Conference ID: 8727015#

Agenda below:

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1. ISED to provide overview and framing for digital communications approach employed to promote awareness of ISED's vaccine-related initiatives.
 2. PHAC to provide overview of Vaccination campaign communications plan.
 3. Brenna (PCO) to provide an update on prototype of web content related to progress and status of vaccine development.
 4. Round table and next steps. (All)
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