

# UNICEF

## Media Advisory

### Launch of U-Report: PakAvaz

Launch of UNICEF's flagship innovation programme UReport: PakAvaz in Pakistan. This interactive text-based social monitoring tool has been designed for young people and community residents to strengthen community development and citizens' engagements. It works by allowing citizens to respond to polls asking for their opinion and feedback on a variety of social and governance issues through free text messages. The data is mapped and analysed in real-time giving government and development partners an insight into the needs of their citizens. All users sign up by texting the word 'JOIN' to 8623; all text messages are FREE. For more information please visit [www.ureport.pk](http://www.ureport.pk)

**Member of the media are cordially invited to the launch of the U-Report: PakAvaz on Thursday, 4th February, 2016 at 1500 hours in Sheesh Mahal II, Serena Hotel Islamabad.**

#### Programme:

### PROGRAMME

Sheesh Mahal II, Serena Hotel, Islamabad

- 1430 Arrival and registration of guests
- 1500 Welcome address
- 1515 U-report Introduction and highlights
- 1530 Innovation Panel Discussion and Q&A
- 1630 Vote of thanks by Angela Kearney, UNICEF Representative in Pakistan
- 1645 Opening of U-Report Pak Avaz and partners booth
- 1700 Refreshments

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