

# Pacific Women Leaders Program 2025 Communications Plan

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PWLP Papua New Guinea | 3-6 June 2025

Subregional North Pacific PWLP | 10-13 June 2025

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# Key Messages

1. Women's leadership catalyzes equality and inclusive growth which can help bridge global gender gaps in health, education, and economic and political participation.
2. Women leaders empower future women leaders. Pacific women are changemakers leading in their governments, organizations, businesses, and communities.

# Audiences

## *Decision-makers and Influencers.*

1. Women leaders in government ministries, private sector organizations; Heads of State;
2. Managers, decision-makers, and high-level officials;
3. Pacific Region DMCs

# Prompts & Daily Videos (Internal)

1. What is your superpower
2. What is your message to your younger self?

1-minute videos will have text quotes, upbeat music, over clips of the day's activities and shown before the closing.  
[See Sample.](#)






# Internal Comms

1. OneADB Today Blurb
2. Gender Bulletin Feature
3. HQ Digital Signages  
(North Pacific)

ONEADB OPERATIONS

## ADB launches Pacific Women Leaders Program in Papua New Guinea

 Malika Shagzatova  
Senior Social Development Specialist (Gender and Development)  
1 min read

On 3-6 June, ADB's Gender Equality Division and the Papua New Guinea (PNG) Resident Mission (PNRM) conducted the [Pacific Women Leaders Program](#) in Port Moresby. In her opening remarks, PARD DG Emma Veve emphasized that strengthening women's leadership is not only a matter of fairness but a strategic investment in national development, stability, and prosperity. David Kavanamur, Managing Director of PNG Kumul Consolidated Holdings, highlighted the importance of mentorship, allyship, and raising boys and girls as champions for equality. PNRM CD Said Zaidansyah highlighted how this first training in PNG is a concrete step toward empowering women and narrowing the gender gap in leadership, particularly in state-owned enterprises. Keynote Speaker Susil Nelson-Kongoi, Chief Executive Officer of the PNG Institute of Banking and Business Management, emphasized that women leaders are key players and changemakers shaping the country's future. The [program](#) trained 20 women leaders from PNG State-Owned Enterprises and the private sector with a focus on building skills in communications and negotiations, forming networks, and raising confidence. This program is part of ADB's flagship Asia Women Leaders Program which has trained almost 300 women leaders from 31 countries in the region for the past 10 years. See [photos](#).

**News** [See all](#)



**SERD Central**  
ADB advances the call for air quality improvement in Jakarta...  
Samantha Mae L. Banez Edited 28 Ju...



**OMDP Hub Site**  
OMDP mission to Islamabad reviews project progress and...  
Jill Victoria G. Maleficio-Hanopol Ed...



**PSOD Intranet Site**  
PSOD's Microfinance Program, MIDAS conduct training for...



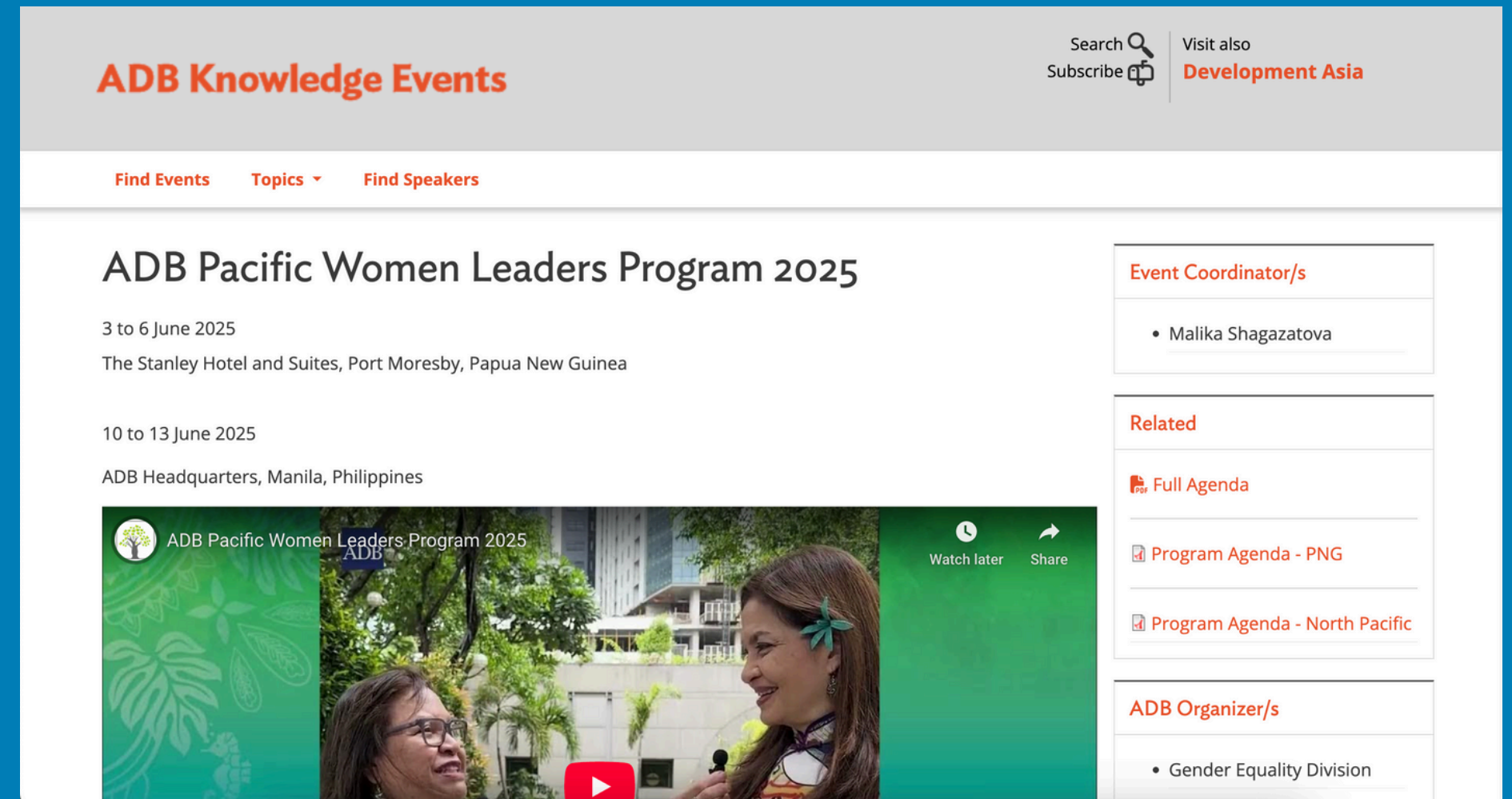
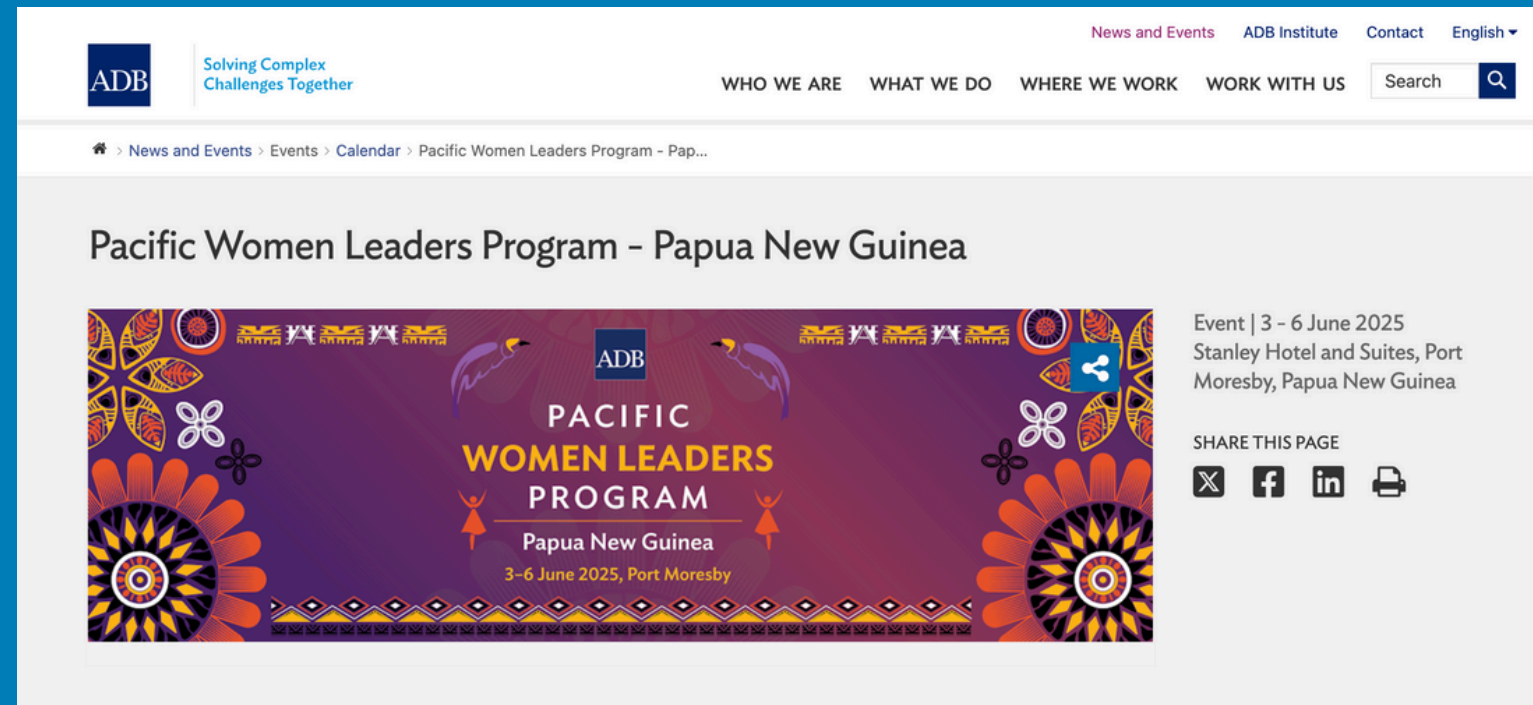


# Group Photo Souvenirs





# ADB.org Webpages and DevAsia Knowledge Page



# DevAsia Knowledge and Events Page.

ADB.org

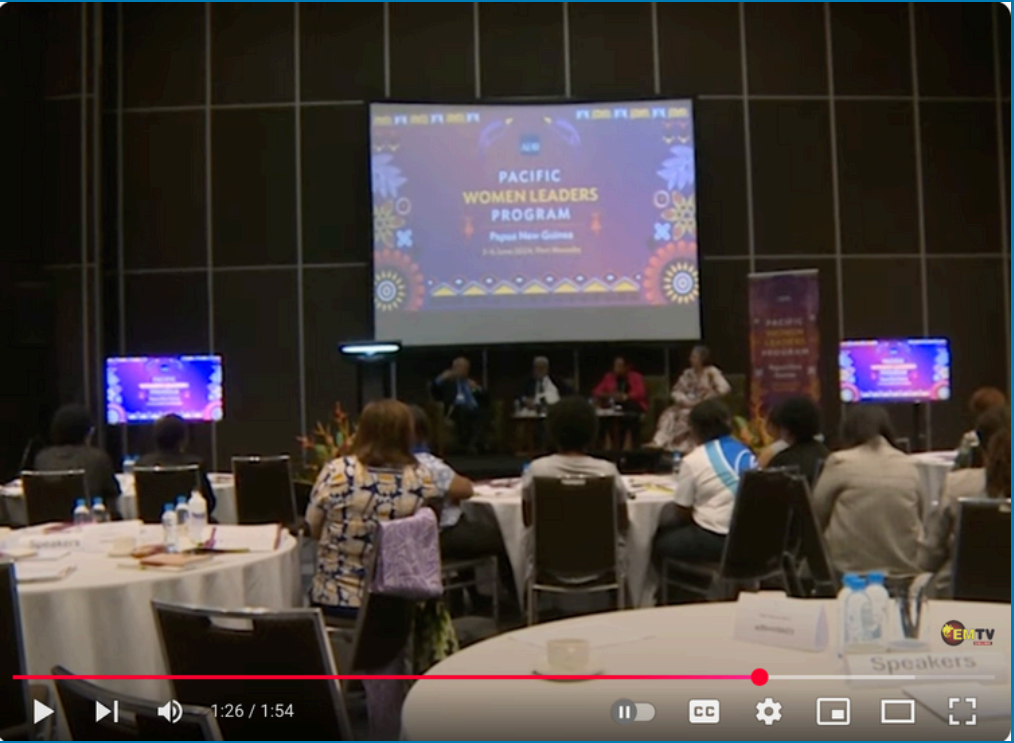


# Media Engagement (PNG)

Across print, television, digital news.



## Digital News

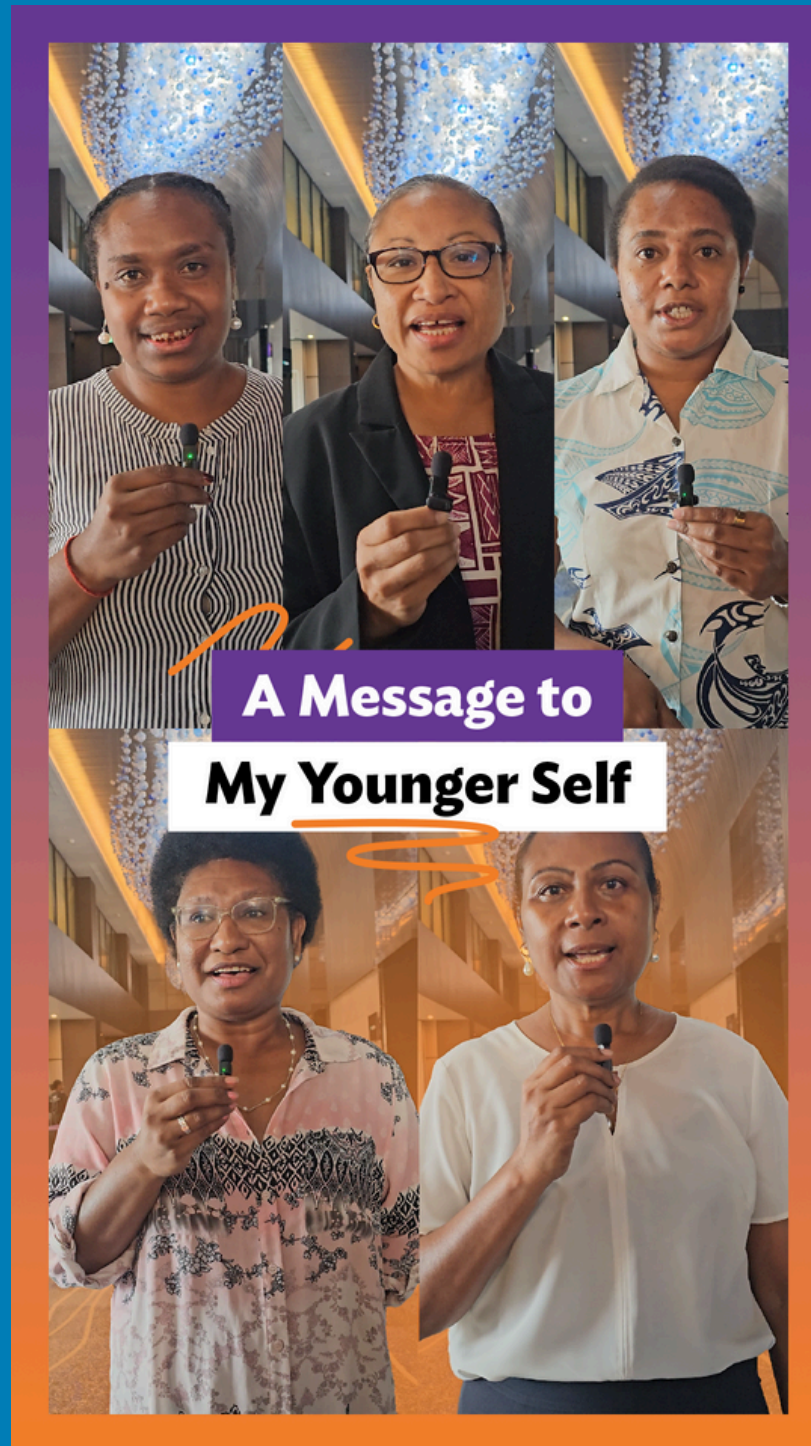


EM TV: News 1, News 2

Print: Article 1, Article 2



# Reels



A collage of interviews with PWLP-PNG participants.




Sam asks Uduch why we need more women in Parliament, especially in the Pacific.




Sam asks Yolanda why we need more young women in leadership and what they bring to the table.






# Photo Highlights




**ADB Gender**  
20,213 followers  
1mo • Edited •

"Together, let's build a world where every girl knows her dreams are valid and every boy grows up to be her ally." - [Susil Nelson-Kongoi](#) ...more





+12

 Micaela Agoncillo and 328 others

12 comments • 15 reposts

**ADB Gender**  
20,213 followers  
1mo • Edited •

"Leadership is not a solo endeavor; it thrives on collaboration and trust. It is not about titles but about resilience, vision, and the ability to inspire others." - [J. Uduch Senior](#) ...more





+11

 Micaela Agoncillo and 85 others

3 reposts



# Quote Cards





# Quotes Carousel

## What leadership is not...

According to North Pacific Women Leaders

Leadership is not just about titles...

*it's about resilience, vision, and the ability to inspire others.*



J. UDUCH  
SENGBEAU SENIOR

Former Vice President  
The Republic of Palau

Leadership is not just about the people in the room...

*it's about those who are not in the room, speaking their names, and holding the door open for them.*



YOLANDA JOAB-MORI

Acting Chief of Staff and Special  
Assistant to the President  
The Federated States of Micronesia

Leadership is not about power or personal gain...

*it's about using your voice and position to uplift your community and country.*



DAISY ALIK-MOMOTARO

Senator and Presidential Envoy  
for Women, Children and Youth  
The Republic of Marshall Islands

Leadership is not just about having seats at the table...

*it's about healing broken systems.*



IRENE OLKERIIL

Founder and CEO,  
EmeraldDreams Services  
The Republic of Palau

Leadership is not a destination...

*it's a continuous evolution of creating an impact on those around you.*



MERESEINI RAKUITA

Principal Strategic Lead -  
Pacific Women and Girls  
The Pacific Community (SPC)



# Recommendations for future comms

1. ADB DOCK focal support in media engagement, writing and disseminating press releases, and managing interviews was crucial in PNG. There was high media uptake in Papua New Guinea across print, television, and digital.
2. Photo highlights were powerful and had the highest social media reach and engagement. Having a reliable photographer is important for both events.
3. Reels were lively, conversational, and natural, helping distinguish PWLP content from other corporate content.
4. Daily recap videos serve as good icebreakers. Ready-made scan codes for surveys and evaluations are easy and have good pick-up from participants.
5. Recording videos of group exercises and key-note/ inspiring women leaders speeches is useful for quotes, reports, and as a “take-home” for speakers and participants.
6. Explore data-based outputs such as a blog or infographic page in the future.