

**To:** The TIN Program Steering Committee (PSC)  
**Date:** 22 March, 2012  
**Subject:** **REQUEST FOR APPROVAL OF TIN LAUNCH ACTIVITIES AND MEDIA CREATIVES**

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The TIN Program pilot implementation is in advanced stage, there is need to plan for a proper pilot launch. We have secured the buy-in and personal commitment of the Coordinating Minister of the Economy and Honourable Minister of Finance to be the Special Guest of Honour and drive the launch session.


Please refer to the draft launch activities for your perusal, comments and inputs. To ensure adequate awareness and publicity is provided we have circulated our Media Consultant Lowe Lintas prepared Campaign Creatives for your perusal, comments and inputs; the document has been reviewed by the Program Management Office and the Chairman.

Prayers

The PSC is respectfully invited to note, consider and approve the following:

- i. the need for proper launch and campaign creatives;
- ii. consider the launch activities and approve or edit and approve as amended;
- iii. consider the campaign creatives and approve or edit and approve as amended;
- iv. approve the use of the campaign creatives for awareness and publicity.

Thank you.

 22/03/2012  
Chinedu Ekeh  
TIN Program Manager

*Bii*

## The Taxpayer Identification Number (TIN) Launch Activities

### Venue

Transcorp Hilton Hotel

### Date

April 2, 2012- Now tentative

### Time

10.00 am

### High-Profile Attendees

The Minister of Finance/Coordinating Minister for the Economy  
Honourable Minister of State for Finance, Permanent Secretary and other principal officers of the Federal Ministry of Finance  
The Honourable Minister of the FCT and other principal officers of the FCTA/FCDA  
Members of the Economic Management team  
The Senate and House Committee for Finance  
Executive Governors of the Pilot States  
Commissioner of Finance of the Pilot States  
The Chairman JTB/FIRS  
Executive Chairmen of the Pilot States  
The CEOs of the Steering Committee Members Agencies  
Executive Secretary, ALGON  
Director General, Nigeria Governors' Forum  
All Members of the JTB  
Members of the Press

### Agenda

1. Welcome Address by the Chairman JTB/FIRS
2. Speech by the Coordinating Minister for the Economy
3. Program Briefing
  - The Taxpayer Identification Number Program: Journey So Far
  - Update on Go-Live at the 8 pilot sites
  - Brief presentation on How to Register a Taxpayer
4. Registration of some attendees and printing of TIN cards and certificates
5. Balloon release or JTB Data Center Ribbon Cutting and distribution of souvenirs/branded items
6. Closing Remarks by the Secretary JTB
7. Refreshments and music