EXPERIENCE IS EVERYTHING

SCENARIO: MONKEYPOX RUSSIAN DESINFO

FERNANDA ELIMELEK, SENIOR ACCOUNT MANAGER
EMAIL: FERNANDA@TSTORYTELLER.COM

ONDREJ PALICKA, SCENARIO DESIGNER
EMAIL: ONDREJ@TSTORYTELLER.COM

WWW.CONDUCTTR.COM
THE SCENARIO

*MonkeyPox* is a 60 min influence operations simulation that can be played by up to 40 people.

The scenario is set in a fictional version of Nigeria amid a spreading monkeypox virus and disinformation about the cause of the epidemic.

All players log into a closed virtual environment via their web browser and participate by collaborating with team members and publishing content on social media and websites.
THE TEAMS

• Russian disinformation unit
• Health workers
• Media
• Government
• Opposition
OBJECTIVES

Playing with a unique role in one of several teams, you will:

• Lead and **effective information campaign** and compete to **dominate** the information environment.

• Investigate and understand the information environment and target audience to effectively spread your team’s narrative.

• Make alliances that will help you achieve your team’s goals.
PLAYER ACTIONS

You as a player will have to:

PRODUCE

Create **persuasive messages** to gain public’s trust

COLLECT

Collect **info** from websites, social media and other players

ANALYSE

Analyse **information** to determine its usefulness for your information campaign and/or to assess its reliability

COOPERATE

Work **closely** with both your teammates and other players – you will need allies to spread your narrative effectively!
The Exercise

Example (Russian Team) – The Nigerian government is accused of infecting the people during a protest

- **Observe**: Gather information about the protest, the virus, government’s capabilities.
- **Orient**: Analyse the information – is the accusation plausible? Can I use it for my disinformation campaign?
- **Decide**: I am going to spread the narrative.
- **Act**: I instruct my network to spread the narrative.
CONDUCTTR
It feels like real life
MAIN INTERACTION CHANNELS

To PUBLISH:

- Web articles
- Twitter

1) Click the green plus button.

2) Choose your organisation from the drop-down menu and click the green plus button.

3) After you finish your article, choose Publish live from the drop-down menu and click the Publish button.
MAIN INTERACTION CHANNELS

To PUBLISH:

• Web articles
• Twitter
MAIN INTERACTION CHANNELS

Social Watch
MAIN INTERACTION CHANNELS

Polls

Government Competency

Optimism about the Future

Worry about External Interference

Russia

Good

Poor

Europe

China

Russia
LET THE GAME BEGIN!

Welcome to the Monkeypox Outbreak Wargame!

This exercise takes place in a fictional version of Nigeria.

The scenario begins shortly before an unexpected outbreak of a monkeypox epidemic. As the political situation in Nigeria is rather tense, the outbreak can have serious consequences on the future of the country.

In this simulation, you'll play along with other participants, each of whom has a unique role in the exercise. Therefore, different players will pursue different objectives, which is why you will cooperate with some and compete with others.

If you have any questions, please click on the Chat icon on the left to talk to us at any time.

Conducttr Team