

STRENGTHENING ENoP AS ACTOR IN SUPPORT OF DEMOCRATIC AND PLURALISTIC SOCIETIES

CAPACITY BUILDING TRAINING ON EFFECTIVE POLICY COMMUNICATION

Draft Agenda | 15 November 2022 | Online

09:00	Welcome and introduction of participants
09:15-10:00	<ul style="list-style-type: none"> - Introduction to policy communication - The battle for attention: Main challenges for policy-makers and policy advocates - Key steps in developing a policy communication strategy - Understanding and monitoring the policy landscape - Audience and stakeholder analysis
10:00-10:15	Break & exercise: Audience and stakeholder analysis matrix
10:15-10:30	Discussion
10:30-11:30	<ul style="list-style-type: none"> - Policy communication toolkit - Policy messaging: Ideas that stick & messages that stick - Unpacking narratives and using them to guide our communication - Engaging in a "narrative battle" or using narratives for strategic framing? - Policy storytelling as a way to bring data to life and connect with your audiences - Discussing examples
11:30-12:00	Group work on policy narratives & storytelling
12:00-13:00	<ul style="list-style-type: none"> - Discussing examples - Presentations
13:00	End of the Training