

**STRENGTHENING ENoP AS ACTOR IN SUPPORT OF DEMOCRATIC AND PLURALISTIC SOCIETIES**

**CAPACITY BUILDING TRAINING ON MEDIA**

**Draft Agenda | 12-13 December 2022 | Online**

**Monday, 12 December 2022**

9:30 – 9:45	Welcome, opening remarks and course introduction
9:45 – 10:45	Types of Media
10:45 – 11:00	Break
11:00 – 11:45	Media landscape and issues in the European public sphere
11:45 – 12:15	The agenda-setting role
12:15 – 12:30	Wrap up of the 1 <sup>st</sup> training day

**Tuesday, 13 December 2022**

9:30 – 10:30	How to build media relations
10:30 – 11:15	Crafting messages and successful storytelling
11:15 – 11:45	Break
11:45 – 12:20	Dos and don'ts of communicating messages to the media: best practices, red lines, managing negative coverage
12:20 – 12:30	End of the Training