

## *Brussels, Can You Hear Me?*

### *Advanced Crash Course in Effective Communication Skills for Non-profits*

Date: 13 October 2015

**Target Audience:** The course is designed for higher level executives of citizen organizations involved in everyday interaction with counterparts, public institutions and donors, their communication officers and the Media.

#### **A hands-on & customized approach:**

- During the morning session the trainer will introduce the basics for an effective professional communication strategy with practical tips on how to identify the audience and tailor the messages depending on the recipient. A practical exercise will follow where participants will be asked to develop and present a message for a specific target audience;
- Over the lunch break participants will have the opportunity to discuss bilaterally with the trainer individual communication issues;
- In the afternoon session the agenda will be set based on the participants' preferred topics out of a list of 5 modules listed below which will be submitted in the training registration form. At the start of the course the exact scope of the different modules will be adjusted based on the participants' individual needs.

#### **Agenda**

<b>8:45-9:00</b>	Welcome and registration
<b>9:00-9:30</b>	Introductions, rapid individual needs assessment, collective agenda adjustment;
<b>9:30-10:30</b>	Introduction to effective interpersonal and professional communication with practical tips on understanding the audience, effective audience targeting, message development and sustaining efficient communication channels;
<b>10:30-10:45</b>	<b>Coffee Break</b>
<b>10:45-12:15</b>	Public Speaking: preparation and delivery of effective public presentations in different settings ranging from closed business meetings to open panel discussions and large scale conferences;  <b>Practical exercise:</b> Message development and delivery
<b>12:15-13:15</b>	<b>Active Lunch Break</b>  1on1 case reviews with the trainer– individual consultations on specific communication issues

- 13:15-14:45    Focus: **Module 1** (out the list of proposed topics below)
- 14:45-15:00    **Coffee Break**
- 15:00-16:30    Focus: **Module 2** (out the list of proposed topics below)
- 16:30-17:00    **Wrap-up and Q&A**

Proposed modules to choose from for the afternoon session:

1. ***The Communicator's Toolbox***: understanding and developing practical skills in the effective usage of the basic media communication tools – invites, press releases, briefings, press-conferences etc.
2. ***Digital Media Tools in Public Communications***: mastering the skills and avoiding the pitfalls of social and new media tools; creating the effective communication mix of “old” and “new” media to maximize the effectiveness of the communication practice;
3. ***Media Interview Techniques***: understanding the various media formats and tools; learning the basic skills needed to perform well and get your message across when speaking to the media;
4. ***Communication Strategy Development***: working on the creation and implementation of a comprehensive communication strategy to lead your organization in the medium and long term; connecting strategic planning to day-to-day operations, measuring communications impact to improve performance.
5. ***Emergency Communications***: learning to understand, prevent and handle communication in a variety of critical environments including functional crises, negative campaigns and image crises.

***\*The course includes free access to a specially designed interactive digital post-training resource and on-line follow-up with the trainer for a period of one week.***

***ECAS also offers separate one-day courses or custom-designed individual consultations in each of the topics previously outlined.***