

Tripartite Workshop on Improving Communication and Media Strategies for the Promotion of Freedom of Association and Collective Bargaining

ILO Offices – Kazi House, Dar es Salaam, Tanzania (3 – 4 November 2011)

Time	Thursday - November 3, 2011	Friday - November 4, 2011
9:00-10:30	<p><u>9:00 – 9:30 Ice breaker</u></p> <ul style="list-style-type: none"> Welcome and Introductions Participants define their expectations Road map for the workshop <p><u>9:30 – 10:30 Session 1: Effective Communication toward Achievement of Management Objectives</u></p> <ul style="list-style-type: none"> Thinking strategically with the media Components of a communication/media strategy 	<p><u>9:00 – 11:00 Session 4: Press Briefings</u></p> <ul style="list-style-type: none"> Participants go over the basics for organizing briefings and press conferences in plenary In groups participants prepare a mock press conference and get feedback from the facilitator.
10:30-11:00	BREAK	BREAK
11:00-13:00	<p><u>Session 2: Managing Media Interviews</u></p> <ul style="list-style-type: none"> Learning by example from others Key steps to prepare for media interviews 	<p><u>Session 5: Using Social Media as a tool for advocacy and lobbying – an overview</u></p> <ul style="list-style-type: none"> An overview for senior managers with a special focus on using the New Media for advocacy for Freedom of association and collective bargaining and key labor issues
13:00-14:00	<p><i>Lunch</i></p> <p>Note Group Photo before lunch</p>	<i>Lunch / Prayers</i>
14:00-17:00	<p><u>Session 3: Message Design and Fishbowl Interviews</u></p> <ul style="list-style-type: none"> Participants learn to craft messages from their freedom of association and collective programmes and projects (in three groups – one union, one employers' and one government) Messages are reviewed in plenary Participants selected at random are interviewed with a camera in front of the rest of the participants and practice delivering a message 	<p><u>Session 6 : Understanding what journalists are looking for an Building Bridges with the Media</u></p> <ul style="list-style-type: none"> Journalists as “Hunters” or “Story Tellers” and how to deal with them The five F’s of effective media relations
17:00-17:30	Management Meeting to make mid - course corrections	<u>Session 7 : Key Learning Points and Workshop Evaluation</u>

Session Descriptions

Designing a communication strategy (Session 1)

Using a prepared framework, participants work through a systematic approach to a communication strategy, e.g. raising awareness on freedom of association and collective bargaining. Participants are presented with the basics of a communication strategy drawing on relevant examples from the public or private sector. Working in teams, participants identify problems related to freedom of association and collective bargaining that can be addressed through more effective communication and then define the five management decisions for the priority problem identified as more changeable and more important. These decisions involve determining audiences, developing objectives, designing messages, and selecting tactics and tools (from a tool kit presented to them) and determining how they will monitor the implementation of the strategy. Participants are asked to come up with orchestrated events and ideas on images to be projected or captured by media. The issues to be covered would be selected in consultation with the client.

Empowering Approaches to Interviews (Session 2)

This session uses video clips of broadcast interviews on freedom of association and collective bargaining and also organizational related topics and transcripts of actual media interviews to help participants understand how to better prepare for and deliver their messages in an interview. Session covers content issues as well as modulation, and body language that account for 90% of how a message is received by the audience. They also learn about the various types of interviews conducted: taped vs. live, predictable vs. ambush, radio vs. TV vs. print, and adapting approaches to different cultural settings. Participants are primed for the individual coaching sessions that will follow. They get a clear set of do's and don'ts that can help them better prepare in the future.

Message Design Laboratory (Session 3 A)

Participants learn that there are many ways to develop a message around freedom of association and collective bargaining and there are approaches which can be utilized in delivering that message. Through a simulation exercise, participants develop the right message for the right audience based on their programme or issue. Your message is the most important part of your tactics to be able to persuade an audience. Using a three part structure participants work in groups on a particular scenario and construct a message to be shared with the rest of the participants. Focus is on being concise, clear, persuasive, and consistent across an organization. Participants are encouraged to deliver their prepared message during the mock interviews. Feedback and critique is provided by the peers and trainers as to what messages were effective and what messages can be improved.

Small Group Coaching Session (Session 3 B)

Taking turns each participant is interviewed “one on one” with one of CDC’s coaches.. The participant is asked to deliver a message regardless of the questions in order to apply some of the learning from earlier sessions. During the remaining time all the participants and the coach review the tapes together and identify strong points and areas for improvement. This session simulates a TV studio interview, with proper lighting, wireless audio and state of the art digital mini DV cameras. Radio and telephone interviews can also be covered.

Press Briefings (Session 4)

A critical tool in engaging the media, during this session participants get tips on how to structure their presentations, deal with Q & A, and the one on ones that usually follow a formal briefing. Covers such issues as timing, prepared statements, when to hold a conference, and how to manage the event. This session is targeted at senior managers who appear at a conference, rather than the practitioners who will do the detailed organizational work

Social Media (Session 5)

Social Media examines how the latest media to reach our planet has moved the world beyond mass media, where media are controlled by a powerful few, to social media where media are available to everyone connected by the internet. Thanks to the internet, mankind and, more specifically, UN organizations can now more easily, rapidly, and cheaply discover, move and share cultural values, scientific knowledge, ideas, and human capital. We explore how this ever-increasing ability to communicate and share with one another – globalization -- brings about the possibilities of enlarging our window on the world and bringing our significant audiences closer to our messages. We look at the **What, Why, When** and **How** of social media with the goal of being ready to make strategic decisions about integrating social media with your communications plans.

Understand what journalists are looking for (session 6 A)

This session helps participants learn how news decisions are made about what stories to run or publish (news values) and how to identify potentially newsworthy elements from their projects and programmes. Participants use VIPP methodology to work out story ideas from their own projects and receive critique and encouragement from working journalists who have extensively covered development issues.

Engaging and Building Bridges with the Media (Session 6 B)

This session will explore why it is important to engage the media and journalists in getting the message out. It introduces the participants to strategies and specific steps which can be taken toward engaging the media. It also discusses issues and factors which promote or impair good relations with the media and what participants can do to ensure a positive relationship; the five “F”s of media relations. This session also engages participants in refining their understanding of the ethical boundaries of such relationships. Participants will learn how news decisions are made about what stories to run or publish and how to identify potentially newsworthy elements from projects and programs. Group work will include working out story ideas on freedom of association and collective bargaining from participants’ own areas of work and receiving feedback from journalists who have worked extensively in development issues.