

Programme

15 April 2015 (Day 1)		
1	08:30-09:00	Registration of Participants
2	09:00-09:45	Inauguration Session Welcome by: - ILO Bangkok Director - ACFTU Representative - Mr Shigeru Wada, on behalf of ACTRAV, Regional Specialist in Workers' Education, ILO Bangkok -Workshop Objectives and Self-introduction of participants -Group Photo
3	09:45-10:15	Communication: What challenges for Unions? <i>By Mamadou SOUARE, ILO ACTRAV Geneva</i>
4	10:15-10:30	Coffee Break
5	10:30-11:30	Understanding Communication and Advocacy through real life examples <i>By Gopinath, Communication consultant</i>
6	11:30-12:30	Introduction to social media and web platforms <i>By Eugene Flynn, IT Expert</i>
7	12:30-01:30	Lunch
8	01:30-02:30	Planning an online communication campaign using social media and web platforms <i>By Eugene Flynn, IT Expert</i>

15 April 2015 (Day 1)		
9	02:30-2:45	Coffee Break
10	02:45-03:45	Working Groups 1 and 2 <i>By Eugene Flynn, IT Expert</i>
11	03:45-05:00	Introduction to mobile photography: Terms and conventions <i>By Gopinath, Communication consultant</i>

16 April 2015 (Day 2)		
1	08:15– 09:00	Managing the Media during a crisis <i>By Mamadou SQUARE, ILO ACTRAV Geneva</i>
2	09:00– 10:00	From issues to advocacy, using online and traditional media <i>By Gopinath, Communication consultant</i> (Group work)
3	10:00-10:15	Coffee Break
4	10:15– 11:00	Groupwork presentations based on previous session
5	11:00– 11:15	Media-worker collaboration: An experiment in Bangladesh <i>By Gopinath, Communication consultant</i>
6	11:15– 12:15	Union’s communication: Experience from China <i>By ACFTU Representative</i>

7	12:15-13:00	What makes a good story? <i>By Sophy Fisher, ILO Regional Communication Officer, Bangkok</i>
8	01:00-02:00	Lunch
9	02:00– 03:15	Hands-on video filming <i>By Gopinath, Communication consultant</i>
10	03:15-03:30	Coffee Break
11	03:30-04:30	Editing the film
12	04:30– 05:30	Social media and web platform-The security challenge <i>By Eugene Flynn, IT Expert</i>

17 April 2015 (Day 3)		
1	08:15-09:15	Video presentations from previous day, and discussion
2	09:15-10:00	Internal communication <i>By Mamadou SQUARE, ILO ACTRAV Geneva</i>
3	10:00-10:15	Coffee Break

4	10:15–11:15	<p>Design your Communication Action’s Plan</p> <p><i>By Mamadou SQUARE, ILO ACTRAV Geneva</i></p>
5	11:15-12:00	Working Group 1 and 2
6	12:00–12:45	<p>Communication Action’s Plan: Evaluation and Measurement</p> <p><i>By Mamadou SQUARE, ILO ACTRAV Geneva</i></p>
7	12:45–01:45	Lunch
8	01:45–02:30	Evaluation and Follow-Up
9	15:30-16:00	<p>Closing session</p> <p>Address by</p> <ul style="list-style-type: none"> - ILO Regional Office Director - Representative of participants <p>-Shigeru Wada, on behalf of ACTRAV, Regional Specialist in Workers’ Education, ILO Bangkok</p>