

## Certificate Program in Development Communication (4 days + 2 half day electives)

A TISS/ The Communiqué initiative to provide development sector professionals a work-based, results-oriented skill-set in communication

**Format: Workshop on Writing Skills for Development Communicators;**

**Biannual, to be held twice a year; The inaugural program will be held on 11 – 15 April, 2017**

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### Context

Development Communication is distinct from communication used by corporates and for-profit organizations. Whether it is advocacy, research communication, or fund-raising, the underlying principle in development communication is social good and sustainability which needs to be factored into all communication. This creates a whole new language, syntax, style, and outputs that are used only by this sector. The program will unpack development communication, and in the process provide participants with guidelines, frameworks, tips, and tools which could be put to use straightaway.

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### Objectives

- Participants learn the art of writing clearly, concisely and cohesively, including referencing.
- Participants become familiar with globally accepted templates for development communication outputs: Reports, policy briefs, policy memos, concept notes, and proposal writing.
- Participants learn how to turn case studies into human interest stories for the media to increase their reach and impact on civil society.
- Participants discover the fundamentals of effective blogging and social media, along with an introduction to photography.
- Participants learn how to brand a non-profit organization so that it stands out from its competitors and how to co-brand when working with partners to enhance funding and advocacy.
- Participants understand the principles and processes in communication strategy and campaign planning, and how to develop a successful format.

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### Contents

#### 4 Day Writing Workshop

Writing Skills—Conciseness

Writing Skills—Cohesiveness and consistency

Paragraphing, introductions, conclusions, essential style guide, referencing

Writing Outputs—Policy-influencing and fund-raising outputs

Reports, policy briefs, policy memos, proposals, concept notes: Templates and drafting

Writing Outputs—Civil society advocacy outputs

Media stories, blogging, social media, generating content from the field, turning case studies into human interest stories, personal narratives

#### 2 Half Day Electives

Communication and campaign strategy design

Developing and managing a brand

## Development Communication Writing Workshop (4 days)

Day 1 and 2: Writing Skills

Day 3 and 4: Writing Outputs

### **Pre-workshop assignment for Day 1 and 2:**

Participants are to bring to the workshop two self-authored [unedited], work-related 1,500 word write-ups. These can be journal articles, commentary pieces or annual report chapters.

## Day 1 Agenda

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### Topic: Writing skills—conciseness

#### 9:30 – 10:15 am (45 minutes)

**Objective:** Introductions and analysis of development communication writing

**Format:** Open discussion

**Topics:**

- Development versus creative versus corporate versus academic writing: style, outputs, content, and objectives

#### 10:15 am – 1:00 pm (2 hours 45 minutes) with a 15 minute break at 11 am

**Objective:** Learn strategies to write concisely

**Format:** Presentation, exercises and worksheets

**Topic:**

- Explore 2 strategies for writing concisely
- Learn about excessive detail, unnecessary determiners, redundant pairs, and redundant categories and how to avoid them
- Become familiar with how to change phrase to word, clause to word and passive voice to active voice

LUNCH (45 minutes)

#### 1:45 – 3:15 pm (1 hour 30 minutes)

**Objective:** Avoid common mistakes and learn how to use the paramedic method

**Format:** Presentation, exercises and worksheets

**Topic:**

- Understand how to steer clear of common mistakes such as expletives, nominalization, and circumlocution
- Learn how to use the paramedic method editing tool to edit text
- 15 rules of conciseness

BREAK (15 minutes)

#### 3:30 – 5:00 pm (1 hour 30 minutes)

**Objective:** Application of writing concisely skills

**Format:** Editing exercise with peer review

**Topic:**

- Edit own pre-workshop assignment using learnings, and review a peer's edited assignment

## Day 2 Agenda

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### Topic: Writing skills—Cohesiveness and consistency

**9:30 – 11:00 am (1 hour 30 minutes)**

**Objective: Understand paragraphing and its application**

**Format:** Presentation, editing/ rewriting exercise with peer review

**Topics:**

- Find out how to write and link paragraphs to create cohesiveness
- Edit own pre-workshop assignment using learnings, and review a peer's edited assignment

BREAK (15 minutes)

**11:15 am – 12:15 pm (1 hour)**

**Objective: Learn how to write effective introductions and conclusions and its application**

**Format:** Presentation, open discussion, editing/ rewriting exercise with peer review

**Topics:**

- Understand the elements of an effective introduction and conclusion
- Edit own pre-workshop assignment using learnings, and review a peer's edited assignment

**12:15 – 1:00 pm (45 minutes)**

**Objective: Become familiar with the Chicago Manual of Style's "Author-Date" style for referencing**

**Format:** Presentation, open discussion, short writing exercises

- Plagiarism, learn to paraphrase material
- The importance of citations
- Chicago Manual of Style's "Author-Date" style sheet

LUNCH (45 minutes)

**1:45 – 3:15 pm (1 hour 30 minutes)**

**Objective: Relearn basic grammar and punctuation rules—The essential style guide**

**Format:** Presentation, exercises and worksheets, handouts

**Topic:**

- Brush up on use of articles, acronyms, dates and times, inclusive language, names, numbers, punctuation
- Be able to differentiate between confusing words and become mindful of using correct ones

BREAK (15 minutes)

**3:30 – 5:00 pm (1 hour 30 minutes)**

**Objective: Application of writing consistently skills**

**Format:** Editing exercise with peer review

**Topic:**

- Edit own pre-workshop assignment using learnings, and review a peer's edited assignment

### **Pre-workshop assignment for Day 3 and 4:**

Participants are to bring along with them an advocacy or research report produced by their workplace. If not available, they can choose from a pool of reports provided by TISS.

## **Day 3 Agenda**

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### **Topic: Writing outputs—Policy-influencing and fund-raising outputs**

#### **9:30 – 10:15 am (45 minutes)**

**Objective: Introduction to Prof. Robert Cialdini’s Theory of Influence**

**Format:** Short film, group work

**Topics:**

- Discover Prof. Robert Cialdini’s 6 key principles of persuasion and influence
- Explore the application of Cialdini’s principles in the non-profit development space

#### **10:15 – 11:00 am (45 minutes)**

**Objective: Understand the objective and formats for policy documents**

**Format:** Open discussion and presentation

**Topics:**

- Understand the purpose and audiences for policy-influencing writing outputs
- Learn internationally accepted templates for reports, policy briefs, and policy memos

BREAK (15 minutes)

#### **11:15 am – 1:00 pm (1 hour 45 minutes)**

**Objective: Conversion of a report to a policy brief**

**Format:** Group work

**Topic:**

- Extract content and messaging from a report to create a policy brief using the template

LUNCH (45 minutes)

#### **1:45 – 3:15 pm (1 hour 30 minutes)**

**Objective: Understand the objective and formats for fund-raising documents**

**Format:** Open discussion and presentation

**Topics:**

- Understand the purpose and audiences for fund-raising writing outputs
- Learn internationally accepted templates for proposals and concept notes

BREAK (15 minutes)

#### **3:30 – 5:00 pm (1 hour 30 minutes)**

**Objective: Be able to write an effective concept note to a donor**

**Format:** Group work

**Topic:**

- Draft a concept note on a topic provided by the facilitator and present it to the class

## Day 4 Agenda

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### Topic: Writing outputs—Civil society advocacy outputs

#### 9:30 – 10:30 am (1 hour)

**Objective:** Recognize how non-profits can target the media more effectively

**Format:** Open discussion with examples

**Topics:**

- Understand how the media works and stories that sell
- Target the right media and audience for non-profits
- Ethics, storytelling, and the media

#### 10:30 am – 1:00 pm (2 hours 30 minutes) with a 15 minute break at 11 am

**Objective:** Decode non-profits into creative stories

**Format:** Group work, presentation with feedback

**Topic:**

- Brainstorm story ideas and present to class for feedback
- Draw upon personal experiences to create rich narratives for the media
- Use human stories as case studies

LUNCH (45 minutes)

#### 1:45 – 3:15 pm (1 hour 30 minutes)

**Objective:** Learn how to blog like a pro and basic photography

**Format:** Open discussion and presentation

**Topics:**

- Become skilled at the fundamental elements of professional blogging
- Learn basic photography techniques for story telling

BREAK (15 minutes)

#### 3:30 – 5:00 pm (1 hour 30 minutes)

**Objective:** Generate rich content from the ground for social media

**Format:** Open discussion with group work, presentations and feedback

**Topic:**

- Draw upon personal experiences to create rich narratives for social media
- Use human stories as case studies for social media
- Identify messaging and tools for a 3-month social media campaign

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## Day 5: Morning: Elective 1 Agenda

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### Topic: Communication and campaign strategy design

**9:30 – 11:00 am (1 hour 30 minutes)**

**Objective:** Learn about the various elements of a communication and campaign strategy

**Format:** Presentation and open discussion

**Topics:**

- Identify objectives, audiences, messages, tools and tactics, budgets, timelines, evaluation methods, roles, and responsibilities
- Understand mapping of stakeholders and relationships, stakeholders to targets, targets to tactics

BREAK (15 minutes)

**11:15 am – 1:00 pm (1 hour 45 minutes)**

**Objective:** Application of communication and campaign strategy design

**Format:** Group work

**Topic:**

- Allocate campaign strategy scenarios to participants for group exercise
- Draft a campaign strategy and present it to the class.

LUNCH (45 minutes)

## Day 5: Afternoon: Elective 2 Agenda

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### Topic: Developing and managing a brand

**1:45 – 3:15 pm (1 hour 30 minutes)**

**Objective:** Understand what a 'brand' is

**Format:** Presentation and open discussion

**Topic:**

- Case study on BP rebranding story [into an environmentally responsible corporate]
- Case study on Brand Obama
- Essentials of branding guidelines

BREAK (15 minutes)

**3:30 – 5:00 pm (1 hour 30 minutes)**

**Objective:** Learn how a brand is managed

**Format:** Presentation and open discussion

**Topic:**

- Case study on Brand NaMo

[Program Ends]