

Development Communication Writing Workshop (4 days)

Pre-workshop assignment for Day 1:

Participants are to bring to the workshop one self-authored [unedited], work-related 1,500 word write-up. This could be a journal article, commentary piece or an annual report chapter.

Monday, 9 April, 2018; Day 1 Agenda

Topic: Writing Skills—Conciseness, Cohesiveness, and Consistency

9:00 – 9:30 am (30 minutes for introductions)

9:30 – 11:00 am (1 hour 30 minutes)

Objective: Explore strategies to write concisely

Format: Presentation, exercises, worksheets

Topics:

- Learn how to avoid excessive detail, unnecessary determiners, redundant pairs and redundant categories, and change phrase to word, clause to word, and passive voice to active voice
- Understand how to steer clear of mistakes such as expletives, nominalization, and circumlocution
- Learn how to use the paramedic method editing tool to edit text

11:00 – 11:15 am: TEA/ COFFEE BREAK (15 minutes)

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

Objective: Understand paragraphing and its application to achieve cohesiveness

Format: Presentation, editing/ rewriting exercise

Topics:

- Find out how to write and link paragraphs to create cohesiveness
- Become familiar with the elements of an effective introduction and conclusion
- Edit own pre-workshop assignment using learnings

1:00 – 1:45 pm: 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, worksheets

Topic:

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

3:15 – 3:30 pm: TEA/ COFFEE BREAK (15 minutes)

3:30 – 5:30 pm (2 hours)

Objective: Relearn basic grammar and punctuation rules continued, and its application

Format: Presentation, exercises, worksheets, editing exercise with peer review

Topic:

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

Tuesday, 10 April, 2018; Day 2 Morning Agenda

Topics: Why and How of Referencing, Rudiments of Body Language

9:00 – 9:30 am (30 minutes ice-breaker activity)

9:30 – 11:00 am (1 hour 30 minutes)

Objective: Become familiar with the Chicago Manual of Style’s “Author-Date” style for referencing

Format: Presentation, open discussion, short writing exercises

Topics:

- Plagiarism, learn to paraphrase material
- The importance of citations
- Chicago Manual of Style’s “Author-Date” style sheet

11:00 – 11:15 am: TEA/ COFFEE BREAK (15 minutes)

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

Objective: Master the rudiments of body language

Format: Role play, presentation, open discussion

Topics:

- Acquire skills in how to decode and encode body language
- The power of micro-expressions and listening non-verbal behaviour
- Effective 1st impressions and 2nd impressions

1:00 – 1:45 pm: LUNCH (45 minutes)

Tuesday, 10 April, 2018; Day 2 Afternoon Agenda

Topic: Campaign Strategy Design

1:45 – 3:15 pm (1 hour 30 minutes)

Objective: Introduction to Prof. Robert Cialdini’s Theory of Influence, the Adoption Curve, and Elements of Campaign Design

Format: Short films, group work, presentation

Topics:

- Discover Prof. Robert Cialdini’s 6 key principles of persuasion and influence, and the Adoption Curve
- Explore the application of Cialdini’s principles and the Adoption Curve in the development space
- Identify and map objectives, audiences, key messages, tools and tactics, budgets, timelines, evaluation methods, roles, and responsibilities

3:15 – 3:30 pm: TEA/ COFFEE BREAK (15 minutes)

3:30 – 5:30 pm (2 hours)

Objective: Application of campaign strategy design

Format: Group work

Topic:

- Craft campaigns and present them to class, debriefing discussions

Pre-workshop assignment for Day 3:

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.

Wednesday, 11 April, 2018; Day 3 Agenda

Topic: Writing Outputs—Policy-influencing and Fund-raising Outputs

9:00 – 9:30 am (30 minutes ice-breaker activity)

9:30 – 11:00 am (1 hour 30 minutes)

Objective: Understand the objective and formats for policy documents

Format: Open discussion, presentation

Topics:

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

11:00 – 11:15 am: TEA/ COFFEE 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

1:00 – 1:45 pm: 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, presentation

Topics:

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

3:15 – 3:30 pm: TEA/ COFFEE BREAK (15 minutes)

3:30 – 5:30 pm (2 hours)

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

Thursday, 12 April, 2018; Day 4 Agenda

Topic: Writing Outputs—Civil Society Advocacy Outputs

9:00 – 9:30 am (30 minutes ice-breaker activity)

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 TEA/ COFFEE BREAK at 11:00 – 11:15 am

Objective: Decode non-profits into creative stories

Format: Group work, presentations by participants

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

1:00 – 1:45 pm: 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, online presentation

Topics:

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

3:15 – 3:30 pm: TEA/ COFFEE BREAK (15 minutes)

3:30 – 5:30 pm (2 hours)

Objective: Understand how to capitalize on social media

Format: Case studies, short films, open discussion, group work, presentation

Topic:

- Identify best practices in social media
- Deconstruct case studies: Social cause campaigns
- Identify messaging and tools for a 3-month social media campaign

Friday, 13 April, 2018; Day 5: Morning: Elective 1 Agenda

Topic: The Art of Business Storytelling

9:00 – 9:30 am (30 minutes ice-breaker activity)

9:30 – 11:00 am (1 hour 30 minutes)

Objective: Discover the art of business storytelling

Format: Presentation, open discussion, group work

Topics:

- Identify what is business storytelling
- Recognize when to use which stories to achieve desired results
- Master how to tell a persuasive story—the script

11:00 – 11:15 am: TEA/ COFFEE BREAK (15 minutes)

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

Objective: Understand the six types of stories

Format: Role play, presentations by participants

Topics:

- “Who-I-Am” stories, “Why-I-Am-Here” stories, “I-Know-What-You-Are-Thinking” stories
- Teaching stories, Vision stories, Values-in-Action stories

1:00 – 1:45 pm: LUNCH (45 minutes)

Friday, 13 April, 2018; Day 5: Afternoon: Elective 2 Agenda

Topic: Presentation Skills and Public Speaking

1:45 – 3:15 pm (1 hour 30 minutes)

Objective: Learn the principles of presentation skills

Format: Presentation, open discussion

Topic:

- How to become a better public speaker
- What goes into the presentation checklist
- How to use visuals, body language, and presentation structures in presentations

3:15 – 3:30 pm: TEA/ COFFEE BREAK (15 minutes)

3:30 – 5:30 pm (2 hours)

Objective: Application of presentation skills

Format: Presentations by participants with personalized feedback

Topic:

- The 3-minute talk

[Program Ends]