

AGENDA

Development Communication Writing Workshop (4 days + 2 half day electives)

Wednesday, 1 May, 2019; Day 1 Agenda

Topic: Writing Skills—Conciseness, Cohesiveness, and Consistency

9:00 – 9:30 am (30 minutes 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, redundant categories; and change phrase to word, clause to word, 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 – 6:00 pm (2 hours 30 minutes)

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

Thursday, 2 May, 2019; Day 2 Agenda

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

9:00 – 11:00 am (2 hours)

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 – 12:15 pm (1 hour)

Objective: Rudiments of body language

Format: Presentation, reflections, open discussion

Topics:

- Acquire skills in how to decode and encode body language
- The power of micro-expressions and listening non-verbal behaviour
- Body language when presenting

Topic: Campaign Design

12:15 – 1:00 pm (45 minutes)

Objective: The importance of research in communication campaigns

Format: Short films, case studies, open discussion

Topics:

- Recognise what constitutes a campaign
- Using research for effective campaigns—keeping it real
- Discover Prof. Robert Cialdini's 6 key principles of persuasion and influence
- Understand how the Adoption Curve works

1:00 – 1:45 pm: LUNCH (45 minutes)

1:45 – 3:15 pm (1 hour 30 minutes)

Objective: Elements of Campaign Design

Format: Guided group exercise

Topic:

- Identify and map objectives, audiences, key messages, tools, tactics, budgets, timelines, evaluation methods

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

3:30 – 4:30 pm (1 hour)

- Identify and map objectives, audiences, key messages, tools, tactics, budgets, timelines, evaluation methods

4:30 – 6:00 pm (1 hour 30 minutes)

Objective: Application of theory to practice

Format: Group presentations accompanied with peer reviews using key indicators

Friday, 3 May, 2019; Day 3 Agenda

Topic: Writing Outputs—Writing for the Media

9:00 – 9:30 am (30 minutes warm-up 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 audiences 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, writing exercises

Topic:

- Draw upon personal experiences to create rich narratives for the media
- Use human stories as case studies
- Brainstorm story ideas, and write a press release and feature story as part of a campaign

1:00 – 1:45 pm: LUNCH (45 minutes)

Topic: Writing Outputs—Writing for the Social Media

1:45 – 3:15 pm (1 hour 30 minutes)

Objective: Understand how to capitalize on social media

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

- Identify best practices in social media
- Deconstruct case studies: Social cause campaigns
- Identify messaging and tools as part of a campaign

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

3:30 – 5:00 pm (1 hour 30 minutes)

Objective: Application of theory to practice

Format: Group presentations of revised campaigns with media relations and social media tactics

5:00 – 6:00 pm (1 hour)

1 HOUR TALK BY A GUEST SPEAKER ON DIGITAL AND SOCIAL MEDIA

Saturday, 4 May, 2019; Day 4 Agenda

Topic: Writing Outputs—Policy-influencing Outputs

9:00 – 9:30 am (30 minutes warm-up activity)

9:30 – 11:00 am (1 hour 30 minutes)

Objective: Understand the objective and formats for policy documents

Format: Open discussion, presentation, group exercise

Topics:

- Understand the purpose and audiences for policy-influencing writing outputs
- Learn internationally accepted templates for reports, policy briefs, and policy memos
- Carry out a communication audit of published policy briefs to assess their effectiveness

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 provided templates

1:00 – 1:45 pm: LUNCH (45 minutes)

Topic: Writing Outputs—Fund-raising Outputs

1:45 – 3:15 pm (1 hour 30 minutes)

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

Format: Open discussion, presentation, guided exercise

Topics:

- Understand the purpose and audiences for fund-raising writing outputs
- Learn internationally accepted templates for proposals and concept notes
- Develop output, outcome, impact, objective and activity statements

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

3:30 – 4:30 pm (1 hour)

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

Format: Guided group work

Topic:

- Title, context, objectives and beneficiaries, outputs, activities and duration, innovation, monitoring and evaluation, budget estimate

4:30 – 6:00 pm (1 hour 30 minutes)

Objective: Application of theory to practice

Format: Group presentations accompanied with peer reviews using key indicators

Sunday, 5 May, 2019; Day 5 Agenda: Morning: Elective 1

Topic: The Art of Business Storytelling

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: Guided storytelling 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)

Sunday, 5 May, 2019; Day 5 Agenda: Afternoon: Elective 2

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, voice modulation
- 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 5-minute talk

[Program Ends]