



Admissions Open

One-Day Program in Campaign Design

Date and time: Tuesday, 12 February, 2019, 9:00 AM – 5:30 PM

Venue: Green Room, Naoroji Campus, TISS, Mumbai

TISS and The Communiqué initiative to provide development sector professionals a work-based, results-oriented skill-set in effective campaign design skills.

Format

Workshop on Campaign Design for Development Communicators.

Context

Communication campaigns are campaigns that use the media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time. The thinktank, campaignstrategy.org describes campaigns as: “It involves a conversation with society, persuading people to take an unusual interest in supporting a move that would not normally happen. It means setting up and sustaining processes that are not normal or ‘business as usual’.” In such a context the need to think and plan campaigns through, from beginning to end, becomes key to their success. This includes the larger blueprint for the campaign, as well as the more detailed tactics around which a campaign revolves.

Objectives

- Understand the role of research in effective campaigns.
- Discover Prof. Robert Cialdini’s 6 key principles of persuasion and influence.
- Recognise how the Adoption Curve works.
- Explore the application of Cialdini’s principles and the Adoption Curve in the campaign space.
- Identify and map objectives, audiences, key messages, tools and tactics, budgets, timelines, and evaluation methods.

Methodology

Learning is through short films, case studies, open discussions, guided group work, presentations by participants, and feedback sessions.

Target Audience

- Development sector professionals whose jobs demand effective campaign design skills.
- TISS Masters and PhD students in preparation for their careers.

Fees

- Rs. 5,000 + 18% GST per participant.
- Includes workshop material, lunch and tea/coffee; does not include participant's accommodation and transport.

Faculty Bio



Rama Arya is the Founder and Executive Director of The Communiqué, a consultancy passionate about building capacity in communication skills. Rama designs and runs communication training programs and workshops building on her over 20 years of experience in development communication, PR, and external relations with international organizations, think-tanks, and the private sector. Organizations she has held programs for include the Confederation of Indian Industry (CII), Value360 Communications, New Delhi, and Wildlife Trust of India (WTI), amongst others. She also runs the biannual 5-day Certificate Program in Development Communication held at TISS Mumbai. An MA in PR, Rama has lived and worked in nine different countries giving her a vast global exposure.

How to Apply

- Download and fill the application form and send it to devcomm@tiss.edu by Thursday, 7th February, 2019.