

Political communication and making events work – a practical introduction

Draft programme

Trainer and facilitator: Dr Stefan Melnik, Berlin/ Warsaw

Language: English

27 May 2008

Arrival [Participants organize their own “get-to-know-each-other” session – “What do we have in common?”]

28 May 2008

09:00 Inauguration
Expectations (survey)
Outline of the objectives and content of the workshop
Organizational and technical information
Communication and interaction at the workshop – some useful rules
Formation of four teams:
1st team: organizational matters
2nd team: briefing on current events
3rd team: documentation / minutes
4th team: workshop newsletter
Briefing for each of the teams

09:50 Break

10:00 Shortcomings in the running of meetings, seminars and conferences workshops and their underlying reasons (small groups, survey)

11:00	Break ¹
11:15	<p>Getting the most out of your organization Getting the most out of people – how do we do it?</p> <ul style="list-style-type: none"> • effectiveness (maximizing use of resources) • good communication (everyone has something to contribute and should be encouraged to do so) • fulfilling expectations (service orientation) • working by objectives • generating agreement • optimizing outcomes
12:30	Lunch
14:00	<p>The precondition for achieving desired outcomes: how do we improve our communication skills Advice on preparation and presentation (rules for the video sessions: how to make and take criticism) Practical assignments for the next three session: listening; giving instructions; “my organization”; making speeches and presentations Preparation</p>
15:00	<p>Participants carry out their assigned tasks in the plenary “My organization” Assessment Video playbacks Tips on how to improve performance</p>
19:00	Close of the day’s session ²
20:00	Dinner

¹ Hereafter: breaks as required.

² This is the scheduled finishing time every day – evenings for cultural events and at the participants’ disposal!

29 May 2008

- 09:00 Exercises: giving instructions and listening
Assessment
Tips on how to improve performance
- 11:00 Presentations and speeches
Assessment
Video playbacks
Tips on how to improve performance
- 12.30 Lunch
- 14:00 Presentations and speeches (continuation)
- 17:00 Rules for political speeches and advice on how to
communicate liberal messages
Assignment
Presentation of participants' ideas
Comments and additions by the facilitator/resource
person
Q&A session
- 20:00 Dinner

30 May 2008

- 09:00 Enhancing communication through visualization –
when to use visuals and rules to bear in mind
concerning the creation of visuals
Practical assignments in visualization
- Banners and boards
 - Handouts
 - Flipcharts
 - Electronic visual aids

- 10:30 Participants present the results of their work in the plenary e plenary
Assessment
Tips on how to improve visual aids
- 12:00 Inputs by on
The importance of "corporate design"
The power of images and symbols properly used
Brief discussion
- 12.30 Lunch
- 14:00 Chairing sessions, leading and facilitating discussions, mediation
- Helping to achieve results
 - Achieving consensus
 - Promoting tolerance
 - Dealing with difficult situations or participants
- Introduction
Assignments
- 15:30 Plenary sessions based on assignments
Assessment
Advice
- 20:00 Dinner

31 May 2008

- 09:00 [continuation from previous day, if required]
- 10:00 Focus on dealing with difficult or hostile audiences
- 11:00 Handling interviews
[video and video-playback session]
- 12.30 Lunch

14:00	[continuation from previous day, if required]
15:00	Winning discussions and debates – how to present liberal ideas in a competitive environment Assignments
16:00	Plenary sessions based on assignments Assessment Advice

1 June 2008

09:00	Planning for results and optimizing use of resources <ul style="list-style-type: none"> • Objectives and outcomes • Investing in outcomes • The right environment (rooms, lighting, seating arrangements) • Time-action plans • Documenting outcomes (visuals as minutes, agreements and voting, action plans, documentation)
11:00	Application of experience gained Q&A session Evaluation Closing session
12.30	Lunch
Afternoon	Departures