

Communications Workshop

Agenda

Day	Time	Session	Speakers / Facilitators
Monday 29 June 2009 (Day 1)	08:30–09:00	Registration	
	09:00–10:00	Round of introductions UNDP's corporate priorities and upcoming opportunities	<i>Nicholas Rosellini Deputy Assistant Administrator and Deputy Regional Director Regional Bureau for Asia and the Pacific</i> <i>Stéphane Dujarric Director, Office of Communications</i> <i>Cherie Hart (Bangkok) and Surekha Subarwal (New Delhi) Regional Communications Advisors</i>
	10:00–10:15	Coffee break	
	10:15–12:15	Sharing experiences, and successful partnerships Goodwill Ambassadors Reputation Crisis One UN How UNV re-branded itself	<i>Wei Zhang (China) and Bayasaa Bayarsaikhan (Mongolia)</i> <i>Aimee Brown (Cambodia)</i> <i>Mehreen Saeed (Pakistan) and Pernille Goodall (Vietnam)</i> <i>Donna Keher (UNV)</i>
	12:15–13:30	Lunch	
	13:30–14:45	Starting the Conversation <i>Role of the UNDP national communications officers in telling their stories and promoting the agency. Role of the media in informing/entertaining the public. Discussion with participants on their own successes and challenges.</i>	<i>Jeff Hodson and Kate Gunn</i>
	14:45–15:00	Group photo Coffee break	
	15:00–16:30	Thinking Like a Journalist <i>What makes News? What's a story? What do Readers/Listeners Want? Knowing the market.</i>	<i>Jeff Hodson and Kate Gunn</i>
	16:30–18:00	Activity: Finding the News <i>How to find stories from meetings, conferences, site visits, other offices. How to find new angles to ongoing stories or perennial issues.</i>	<i>Jeff Hodson and Kate Gunn</i>

Tuesday 30 June 2009 (Day 2)	09:00 – 10:30	Elements of Good Stories <i>What makes for good stories in print and broadcast? These elements will help you craft better press releases while making more effective “pitches” to journalists.</i> <i>Activity: Deconstruct a story.</i>	Jeff Hodson and Kate Gunn
	10:30–10:45	Coffee break	
	10:45 – 12:00	Writing Good Press Releases <i>What makes for an enticing press release?</i> <i>How to prevent your release from ending up in the trash.</i> <i>Examples</i>	Jeff Hodson and Kate Gunn
	12:00–13:00	Lunch	
	13:00–14:00	Regional Human Development Report on Gender Presentation	Anuradha Rajivan, Lead Author
	14:00–15:00	Finding the Focus <i>How to write effective leads for hard news stories or features.</i> <i>What needs to be in the lead, and how it relates to the body of the story.</i>	Jeff Hodson and Kate Gunn
	15:00–15:15	Coffee break	
	15:15–17:00	Activity: Writing a press release <i>Based on previous session, participants draft a press release.</i> <i>Other experts will be available during the writing session for interviews and background on the issue.</i>	

Wednesday 1 July 2009 (Day 3)	09:00–10:30	The Good, The Bad, The Ugly <i>A review and feedback session on the previous day's writing exercise.</i>	<i>Jeff Hodson and Kate Gunn</i>
	10:30–10:45	<i>Coffee Break</i>	
	10:45–11:15	Visual Story Telling <i>How telling a story for video differs from print. (show an example) Finding the essential elements Writing to pictures Script layout</i>	<i>Jeff Hodson and Kate Gunn</i>
	11:15–12:00	Introduction to video production <i>How UNDP can use video stories. The "dos and don'ts" of filming</i>	<i>Kate Gunn and Boaz Paldi</i>
	12:00–13:30	<i>Lunch</i>	
	13:30–15:00	Video Production <i>The importance of keeping the camera steady Length of shots Building sequences for editing Filming an interview The importance of action in a video story</i>	<i>Boaz Paldi</i>
	15:00–15:15	<i>Coffee break</i>	
	15:15–16:45	cont'd <i>Hands on camera work (with Flip Cam) Editing (with Flip Cam)</i>	<i>Boaz Paldi</i>
	16:45–17:00	Wrap Up & Evaluation	