

**AICCRA School of Strategic Communications
29-30 March 2023
Cape Town, South Africa**

Objectives of the workshop:

- Connect communications leaders from AICCRA partner organisations to each other; and also, with key media contacts attending parallel training session also hosted by AICCRA.
- Understand strategic priorities and how communications can support objectives, highlighting any challenges that need to be overcome.
- Strengthen the capacity of participants to understand how to develop strategies and messages that support their objectives.
- Share skills so that participants know how to use digital tools to create compelling content for communications channels (e.g. social media).
- AICCRA partners garner more skills to engaging national and international media
- AICCRA partners have more skills, capacity to put in place plans to develop communications strategies and outputs that increase their visibility and influence in global debates on climate change and agriculture (e.g. COP28).

March 29th, 2023

Session 1: Introductions 8.30-9.00 a.m. - Rhys

- Introducing Participants
- Introductions to the training, objectives, and outcomes
- Briefing on Agenda, objectives, logistics

Session 2: Talking Wall 9.00-9.30 a.m. – Stella

Exercise - Participants share thoughts quickly on the following four issues using one sheet of flip chart paper. The papers are pasted on the walls of the room, allowing everyone to walk around and see what others have written.

- Recent experience where communication was used effectively.
- Recent experience where communication could have been used better.
- One Key Challenge to Communicate Climate Change in the region better.
- One Key opportunity at either regional or country level to communicate better.

Session 3: (Giving context)- Rhys - 9.30-10.15 am

Agriculture in global climate action - why it's important to get your message across (Rhys)

Exercise – Participants divide into groups. They identify a climate action issue that they have confronted that needs to be addressed through communication. Roadmap - ask the participants to send before the workshop.



Tea break 10.15-10.45 a.m.

Session 4: The Strategic Communication Process – Stella - 10.45-11. 45a.m

Introduce Strategic communication and how effective use of strategic communication in a campaign can help participants achieve program and Corporate objectives.

Use a Case Study to learn about the Strategic Comm process in a campaign:

- Research/needs assessment.
- Goal and objective setting
- Audience/segmentation

Session 5: Message design concepts – 11.45-12.45 (Stella)

Techniques for creating effective messages and methods for delivery.

Exercise: 12.45 - 1.00pm

Participants start working with their groups to start filling a template for a campaign issue they identified in session 3.

Lunch 1.00-2.00pm

Exercise: 2.00-3.00:

Groups continue filling in the campaign template.

Session 6: Reporting back in plenary & wrap up of day one: 3.00-5.00pm (Stella)



AICCRA
Accelerating Impacts of CGIAR
Climate Research for Africa



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Session 7: Recap & Elements of a Media Campaign: 8.30-9.15a.m. (Stella)

How to build bridges with the media in Africa and internationally

Session 8: Writing for impact: 9.15-10.15am (Rhys)

Case of a press releases

Session 9: The power of digital tools for strategic campaigns: 10.15- 11.15 (Amy)

- Twitter +
- Blogs - write and market a blog for impact –

Tea break & Exercise: Session 10 – Writing exercise 11.15am-1.30pm

Two groups write a press release, while two other groups write a blog and twitter messages. The assignment is based on the campaign message they chose in session 3.

Session 10: Report back in Plenary: 2.00-3.00pm (Rhys & Stella)

Facilitators project the completed assignment at plenary for feedback.

Session 11: Interactive session with journalists: 3.00- 4.30 (Sabrina & Stella)

Objective: To build strategic partnerships between communication officers and the journalists

- A journalist representative interviews one or two participants for story angles as other participants observe and give feed back
- Next steps: What should AICCRA partner organisations do to facilitate the partnerships between Comm officers and Journalists?

Session 12: Feedback & wrap up: 4.30-5.00pm