Unitar Online Catalogue

Training Workshop on Working with the Media, Civil Society and Non-Governmental Stakeholders

Multilateral Diplomacy

Type:	Workshop
Location:	Vienna, Austria
Date:	8 Jul 2019 to 10 Jul 2019
Duration:	3 Days
Thematic Area:	Multilateral Diplomacy
Website:	http://unitar.org
Price:	$0.00
Event Focal Point Email:	charlotte.baiwir@unitar.org

BACKGROUND

In the context of a partnership agreement signed with the Ministry of Foreign Affairs (MOFA) of the Kingdom of Saudi Arabia, the Division for Multilateral Diplomacy Programme Unit (MDPU) of the United Nations Institute for Training and Research (UNITAR) will implement a training workshop on Working with the Media, Civil Society and other Non-Govermental Stakeholders to the benefit of diplomats from the mission of the Kingdom of Saudi Arabia in Geneva. This training will take place from the 8 to 10 July 2019 and will include follow up exercises to the face-to-face training workshop.

EVENT OBJECTIVES

In this course, participants will enhance their understanding of media relations and learn how to conduct themselves in interviews. Participants will also be exposed to useful techniques for conducting media relations and engaging with a variety of stakeholders, including non-governmental organizations and other members of civil society.

LEARNING OBJECTIVES

At the of the workshop, participants will be able to:

· Describe what makes the news and what journalist want from an interview;

· Apply interview techniques to successfully navigate a difficult interview;

· List the levels and tools of stakeholder engagement;

· Identify the challenges of engaging with Non-Governmental Stakeholders and develop methods to overcome them;

· Recall the key steps for crisis communications preparation.

CONTENT AND STRUCTURE

The workshop is divided into 3 days.

Day 1 : Understanding the Media, Buidling Media Relations, Interview exercices

Day 2 : Simulation exercices, Understanding Civil Society and Non-Governmental Stakeholders

Day 3 : The importance of Communication and Stakeholder Engagement, Risk Communication and crisis Communication

METHODOLOGY

Participants will be enrolled in a series of lectures, presentations and group assessment activities.

TARGETED AUDIENCE

Diplomats from the Ministry of Foreign Affairs of Saudi Arabia and the Permanent Mission in Vienna.