

Council of Europe Programme to support Georgia in view of the 2016 (parliamentary), 2017 (local) and 2018 (presidential) elections



COMMUNICATION TOOLS & MEDIA OUTREACH

WORKSHOP

3 and 4 August 2016, Tbilisi, Georgia

(Venue: CEC)

Wednesday, 3 August 2016

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| 14.00 - 14.30 | Presentation of the workshop aims, expectations, introduction <ul style="list-style-type: none">• Mikheil Kechaqmadze, Council of Europe• Rasto Kuzel, MEMO 98 |
| 14.30 - 15.30 | Communication tools & techniques <ul style="list-style-type: none">• Understanding the media• Writing a press release• Tips for good writing• How to prioritize – focusing on the main messages• Simplifying the language (simplicity <i>versus</i> complexity) |
| 15.30 - 15.45 | Coffee break |
| 15.45 – 17.30 | Using Social Media as a Tool during elections |
| 17.30 - 17.45 | Coffee break |
| 17.45 – 19.00 | Practical exercise – working groups |

Thursday, 4 August 2016

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| 14.00 – 15.30 | Tools for communicating with the media <ul style="list-style-type: none">• Conducting an interview• Developing a template on how to proceed with interview requests• Press conference |
| 15.30 - 15.45 | Coffee break |
| 15.45 - 18.00 | Tools for communicating <ul style="list-style-type: none">• Dealing with international election observation missions• Information sharing• Crisis communication plan |
| 18.00 - 18.15 | Coffee break |
| 18.15 - 19.00 | Communicating with other electoral stakeholders <ul style="list-style-type: none">• Dealing with fake or biased observers• Foreign journalists• Others |
| 19.00 | Workshop summary – review of aims and expectations
Workshop closes |