



## Programmatic Cooperation Framework (PCF)

Thematic programme V.1: Electoral assistance: reforming electoral practice

Action 5: Reforming electoral legislation and practice, and developing regional co-operation in electoral matters

### **PUBLIC OUTREACH AND ADVOCACY WORKSHOP**

**25, 26 and 27 May 2016, Odessa, Ukraine**

(Venue: Hotel California, Yevreis'ka Street 27)

**Draft agenda**

## **Wednesday, 25 May 2016**

- 09.30 - 10.00            Presentation of the workshop aims, expectations, introduction
- Ana Rusu, programme manager, Division of electoral assistance and census, DGII, Council of Europe
  - Rasto Kuzel, Council of Europe expert, Executive Director of MEMO 98
- 10.00 - 10.30            Icebreaker
- 10.30 – 11.15            Understanding the work of international observers
- Mandate
  - Observation
  - Reporting
  - Recommendations
  - Follow up
- 11.15 - 11.30            Coffee break
- 11.30 - 13.00            Internal communication
- Planning observation
  - Observation calendar
  - Reporting
  - Dealing with large amount of information
  - Information processing
  - Lack of information (from electoral stakeholders)
- 13.00 - 14.00            Lunch
- 14.00 – 14.30            Energiser
- 14.30 - 15.30            Communication tools & techniques
- Planning public outreach strategies
  - Understanding the media
  - Media list
  - Selecting proper target audience for our messages
  - Communicating our findings at different stages of election cycle
- 15.30 - 15.45            Coffee break
- 15.45 – 17.30            Practical exercise

## **Thursday, 26 May 2016**

09.30 - 10:45	Tools for communicating with the media <ul style="list-style-type: none"><li>• Press release</li><li>• Interview</li><li>• Press conference</li><li>• Press calls – story suggestions</li><li>• Media briefing</li><li>• Creating news – staging events</li><li>• Talk shows</li><li>• Editorials – Op eds</li></ul>
10.45 - 11.00	Coffee break
11.00 - 13.00	Practical exercise
13.00 -14.00	Lunch
14.00 – 14.30	Energiser
14.30 – 15.30	Communicating with other electoral stakeholders <ul style="list-style-type: none"><li>• Election management bodies</li><li>• International observers</li><li>• Contestants</li><li>• Political parties</li><li>• Others</li></ul>
15.30 - 15.45	Coffee break
15.45 - 17.30	Practical exercise

## **Friday, 27 May 2016**

09.30 – 10:45	Advocacy & Advocacy tools <ul style="list-style-type: none"><li>• Identifying Your Issue</li><li>• Identifying Targets</li><li>• Conducting Research</li></ul>
10.45 - 11.00	Coffee break
11.00 - 12.00	Advocacy & Advocacy tools <ul style="list-style-type: none"><li>• Building Coalitions</li><li>• Developing your Core Message</li><li>• Taking Action</li><li>• Long term, intermediate and short term goals</li></ul>
13.00 - 14.00	Lunch
14.00 - 14.30	Energiser
14.30 - 15.30	Practical exercise
15.30 - 15.45	Coffee break
15.45 - 16.45	Practical exercise
16.45 - 17.00	Workshop summary – review of aims and expectations