

Media and Communication training

26, 27 October 2023

Strasbourg (France)

European Youth Centre, 30 Rue Pierre de Coubertin, 67000

Room 5.1, 5th floor

DRAFT AGENDA

Purpose of the training course: This two-day course aims to provide the participants with the tools, techniques, and confidence to carry out effective media interviews (TV, radio or print) regardless of the media scenario or the circumstances. Participants will also learn how to promote effective messages, narratives, and stories about intercultural integration, thereby helping to create and promote the very best of intercultural cities around the world. The training will also cover good practices from other cities and techniques on how to deal with potential backlash and hate speech.

Target group: Mayors, deputy mayors, spokespersons and communication officers from members of the Intercultural Cities network.

Capacity: maximum of 12 participants

DAY 1 – 26 OCTOBER

intercultural narratives and culture change

Trainers:

- [Nadia Bellardi](#), independent consultant at the intersection of research, policy and media practice
- [Ophelia Field](#), independent researcher and consultant

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| 09:00 – 09:15 | Welcoming words |
| 09:15 – 10:45 | Telling stories about intercultural challenges Focus: Belonging and identity |
| 10:45 – 11:15 | Coffee Break |
| 11:15 – 13:00 | Inclusive online communication and dealing with hate/backlash |

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| 13:00 – 14:00 | Lunch break |
| 14:00 – 15:00 | Session on narratives and culture change – part 1 |
| 15:00 – 15:30 | Coffee Break |
| 15:30 – 16:30 | Session on narratives and culture change – part 2 |
| 16:30 – 17:00 | Wrap up and feedback |

DAY 2 – 27 OCTOBER

Media Interview training

Trainers:

- [Robert Taylor](#), Media Communication trainer
- Cathie Burton, Directorate of Communications, Council of Europe

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| 09:30-09:50 | Introductions |
| 09:50-11:15 | Two interviews with participants, playback and key lessons of media training |
| 11:15-11:30 | Coffee break |
| 11:30-12:30 | Three promotional interviews with participants, feedback and review |
| 12:30-13:30 | Lunch break |
| 13:30-13:45 | Key lessons of crisis interviews |
| 13:45-14:30 | Three crisis interviews with participants, feedback and review |
| 14:30-14:45 | Break |
| 14:45-15:00 | Key lessons of “issues” interviews |
| 15:00-16:00 | Three issues interviews with participants, feedback and review |
| 16:00-16:30 | Final thoughts, review and close |