

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

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

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

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