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## **Effective Communication in Public Administration**

**Timing and Location:** The workshop will take place on 21 – 25 November and 28 November – 2 December 2011, at the premises of the KSAP from 9.00 to 16.15

**Lunch in KSAP's cafeteria:** 13.00-13.45

**Coffee break:** 10.30-10.45; 14.45-15.00

## Objectives

- Understanding reasons to inform the public and meet information needs of public administration environment
- Gaining knowledge and developing skills indispensable for effective communication with the public, media and stakeholders .
- Understanding wide range of communication phenomena.
- Gaining knowledge about key communication instruments and their application in public administration.
- Demonstrate understanding of the way an independent media works. Gaining knowledge and developing skills indispensable for effective media relations.
- Gaining knowledge and developing skills indispensable for responding to crisis situations in public administration. Demonstration of practical instruments and guidelines of use to public agencies coping with crises
- Acquisition of practical knowledge on designing communication strategy for government policies and programs.
- Demonstration of benefits of brand building in relation to promotion of public organizations and programs
- Acquisition of practical knowledge on planning advertising campaigns for public bodies, non-commercial initiatives and territorial entities
- Gaining knowledge about specifics of relations between client and communication agency, and basic tools which facilitate the cooperation

## Methods

Training is based on a mix of teaching methods including lectures, group discussions, case studies, simulations linking gathering of knowledge with development of communication skills.

### Duration

10 days x 6 hours.

### Program structure

Program will cover following themes:

- A. Key rules of effective communication
- B. Communication in government departments
- C. Effective media relations
- D. Marketing in public campaigns (non-commercial)
- E. Crisis communication
- F. Advertising and Brand Building
- G. Strategic communication

### Language

English.

**Monday, Nov 21**

**9.00 Inauguration of the second edition of the training**

***A. Key rules of effective communication – Robert Sobiech***

- Introduction. Key concepts and their applications in public administration practice
- Levels of communication; interpersonal communication, group communication, organizational communication, mass communication)
- Determinants of effective communication
- Public relations in public administration
- Understanding public relations. Public relations and information, advertising and marketing
- Public relations as management instrument
- Internal communication

**Tuesday, Nov 22**

***B. Communication in government departments - Robert Sobiech, Magdalena Kobos, Szymon Milczanowski***

- Accountability
- Key functions
- Communication management
- Coordination of communication
- Communication structure in Polish government
- Government Information Centre
- Coordination mechanisms
- Communication in ministries – a case study

## **Wednesday, Nov 23**

### ***C. Effective media relations – Robert Sobiech***

- Understanding media
- Media and social, political and economic context
- Media effects – key theories
- Media as a gatekeeper
- Media and priming
- Media and issues framing

## **Social Marketing Campaigns Visit to Nobody's Children Foundation**

## **Thursday, Nov 24**

### ***C. Effective media relations – Robert Sobiech***

- Meeting the media
- Writing for the media
- In front of camera and microphone
- Press conferences and briefings
- Special events

## **Friday, Nov 25**

### ***D. Marketing in public campaigns (non-commercial) – Piotr Łukasiewicz***

- Evolution of marketing concept
- Marketing in public sector
- Marketing in public administration and non-government organizations
- Areas of public marketing
- Territorial marketing – managing the image of regions and towns
- National marketing – strategies of building nation's brand

## **Sunday, Nov 27**

**Warsaw sightseeing tour (from 10.00 to 15.00)**

## **Monday, Nov 28**

### ***E. Crisis communication – Robert Sobiech***

- Understanding crises. Definitions, and typologies of crises and their causes
- Crisis management and crisis communication
- Crisis and its stakeholders
- Image of crisis
- Preparing for crisis (role of management, communication staff)
- Development of crisis plan
- Key strategies of crisis communication
- Speaking to the public
- Speaking to the stakeholders

## **Tuesday, Nov 29**

### ***F. Advertising and Brand Building – Piotr Łukasiewicz***

- Why we need advertising in public administration
- Key advertising activities (promotion of competitive advantages, promotion to stakeholders, promotion of desirable social goals)
- Planning advertising campaign – key notions
- Campaign models – how does it work
- Brand - its components, function and positioning
- Image management in public administration
- Campaign development for a public administration office.
- Selecting campaign instruments
- Marketing research in planning, monitoring and evaluation

## **Wednesday, Nov 30**

### ***E. Crisis communication – Robert Sobiech***

- Relations with the media
- Main sins of crisis communication
- Post crisis communication
- Damage assessment
- Reputation recovery

### **14.00-16.00 Policy communication - visit to the Ministry of Regional Development**

## **Thursday, Dec 1**

### ***G. Strategic communication – a case study. Group work on development of a strategic communication plan - Robert Sobiech***

- Strategic communication – communicating government policies and programs to the public.
- Origins of strategic communication.
- Strategic communication in international organization, government departments and self-government offices.
- Developing strategic communication plan
- Selecting partners
- Problem definition
- Setting communication objectives

### **19.00 - 21.00 Formal dinner**

## **Friday, Dec 2**

***G. Strategic communication – a case study. Group work on development of a strategic communication plan – Robert Sobiech***

- Selecting a key issue
- Issue framing
- Message development
- Story telling
- Determining tactic – selecting communication instruments
- Choosing media
- Monitoring
- Evaluation

Summary of the course

- Summing up discussion
- Evaluation

**15.30 Official closure of the second edition of the training, awarding diplomas.**