

SUSTAIN-EU-ASEAN - Media Training

Sustain and enhance cooperation on sustainable development between Europe and South-East Asia

Location: Bogor, Indonesia

Date: Thursday 21st of August 2014

Background and objectives

In parallel with the ASEAN Scientific and Technology Week in Bogor, Indonesia, SUSTAIN EU-ASEAN is organizing several events, including the project Cluster Meetings and the first media training workshop, scheduled for the 21st of August.

The media workshop aims to help scientists and researchers to increase their impact outside the academic world by learning how to inform and influence policy makers and media representatives.

Through various practical exercises, the workshop will enhance participants' written communication and presentation skills, as well as mastering the visual aspects of communicating with audiences through body language and posture.

The specific objectives of the training are to:

- Analyze the objectives and priorities of the media;
- Define a storyline and create persuasive and innovative messages;
- Improve skills in presenting to large audiences;
- Gain control of interviews with journalists using effective verbal skills;
- Manage energy and project confidence in interviews with journalists.

Training methodology

The workshop will combine lectures, group activities and individual exercises to actively engage the participants. During the workshop, work in small thematic working groups will be combined with feedback from peers and key experts (a policy-maker, communication expert and journalist), individual coaching as well as videotaped individual interview sessions.

Prior to the workshop, the participants will be asked to write and submit a press release that will be analyzed by the training coaches and used for the thematic working activity on press releases.

Each participant will also be provided with a training tool kit consisting of media resources and a personalized video record of the filmed activities.

Tentative schedule

This schedule is a very rough guide. Timings and choice of sessions will be adjusted as needed.

Time	Session objectives	Facilitator
08.00-08.30	Registration and tea/coffee served	
08.30-09.00	Opening remarks and introduction to the media workshop	Oliver Lah (WI) and and Eric Kemp-Benedict (SEI)
09.00-09.30	Division of the participants into 4-5 groups and presentation of the workshop training method and agenda <i>This session can also accommodate brief questions/comments or any suggested revisions to the day's structure.</i>	Workshop coaches and key experts
09.30-10.00	Coffee/tea break	
10.00-11.00	Group work activity: The "elevator pitch" <i>Each participant will develop an elevator pitch with the guidance and advice of the communication expert and workshop coaches.</i>	Workshop coaches and key experts
11.00-12.30	Individual presentations: a representative from each project will be given 1 minute to deliver the prepared elevator pitch, followed by brief feedback from the communication expert and other experts (videotaped)	
12.30-13.30	Group lunch	
13.30-17.30	Breakout sessions in 4 rotating thematic groups <ul style="list-style-type: none"> - Analyze and critique press releases - Practice interviews with a journalist (videotaped) - Project confidence through positive gesture and controlled body language - Deliver an elevator pitch to the camera (videotaped) 	Training coaches and key experts
17.30-18.00	Short group reporting and summarize the day	Oliver Lah (WI) and and Eric Kemp-Benedict (SEI)

After the workshop, the participants will be able to present innovative key messages to policy-makers on their research findings, including policy briefings and press releases.

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