

EFFECTIVE COMMUNICATION FOR INSTITUTIONS OPERATING IN THE ENERGY SECTOR

5-7 October 2020



Draft Agenda



Latest update: 02 October 2020

Context

Institutional communication refers to all those communication strategies used by an Institution to directly and unambiguously inform a group or community belonging to the same social context and sharing common interests and needs. It is used by various kinds of entities from non-profit organizations to assistance bodies, but also private companies that deal with public issues.

This type of communication plays a fundamental role in building a corporate image and in building trust with its target audience. It follows some basic precepts in the construction of messages and for the drafting of ad hoc contents for the established purpose: professionalism, seriousness, clarity, transparency are essential elements for the structuring of a message that is not only effective but also convincing.

The channels available are many and range from the management of web platforms to newsletters up to the management of social networks. They integrate with activities affecting physical spaces such as, above all, the management of relations with the press or the institutional levels.

Seeing the importance that social networks have taken, new challenges have been generated at the organizational level. It is relevant to show the audience how to grow their social media platforms and to create segmented content according to the target to generate loyalty and increase followers reaching the goal of the institution.

Participants to this MEDREG online training will learn how to communicate effectively in the public sector and in an institutional environment through the best techniques to adapt all the information to organizational objectives and the best practices to create a strategy to achieve the best environment concerning the staff.

They will also receive training on how to communicate the message they want to express through direct presentations or to the press. On the other hand, they will learn to face difficulties and communicate in times of crisis, always looking to protect the brand.

The objectives of this training are:

Day 1 - Effective writing and internal communication

Whether you are writing an update to key external stakeholders or coordinating with your team, effective communication starts with a deep understanding of your goals and the audiences you need to reach to achieve them.

The first session of the training will review techniques to tailor written content to organizational objectives and target audiences, with a particular focus on communicating technical information to non-specialists.

The second session will review best practices in internal communications and take participants through the process of developing a strategy to connect, engage and coordinate among staff.

Each session will use examples to simulate real-life situations in the public sector (and the energy sector in particular) and will include hands-on, participatory exercises.

Day 2 - Social media engagement and writing

In the last decade, social networks have taken the world by storm, across every sector, and the energy sector is no exception. Social media platforms are today one of the most effective ways to engage with an audience organically.

While the platforms change regularly, social media is here to stay. With over a billion users across the world and all platforms, the potential audience for your social media activities is enormous, and the success of your outreach depends on your creativity and effectiveness.

In these sessions, participants will learn how to boost their existing social media channels, tailor their writing to social media platforms as well as target audiences, engage and listen to their followers to increase engagement and attract more followers.

Day 3 - Media speaking skills

Being a good spokesperson or presenter is crucial to get your message across.

Professionals in the public sector should feel comfortable making persuasive presentations before a live audience or the press.

Media relations involve not just what is said, but also who says it and how it is said. Persuasive presentation and interviewing are essential communications skills for effective public speaking.

In this session, participants will learn how to communicate the agency's mission, latest news and policies to a live audience, the media and the press through different outlets and master presentations, board meetings, TV and radio interviews, debates, and long-form interviews, as well as how to protect their brand and respond promptly and effectively in times of crisis.

Who should attend this training?

Junior-to-middle officers from the communication department and international affairs department of the regulators should attend this training to gain knowledge about effective communication to put in practice and develop the potential of the institutions they represent and themselves.

Agenda

Monday, 5 October 2020

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| 09:00 - 09:10 | <p>Opening Remarks Elton B. Radheshi (ERE) and Benoît Esnault (CRE)</p> |
| <p>SESSION 1 - Effective writing and internal communication Moderator: Alicia Bragg (Audaz) Trainers: Anne Delaroche (CRE), Andre-Michel Essoungou (Audaz) & Christine Filcidor (Audaz)</p> | |
| <p>Writing to engage your target audience</p> | |
| 09:10 - 09:40 | <p>· Know your audience and write with purpose Tailoring your writing to engage an audience starts with understanding them, and yourself. What are your goals? Who do you need to reach to achieve them? What do they already know? What are their interests and biases? Where can you best reach them? What do you want them to know and do?</p> |
| 09:40 - 10:10 | <p>· Get attention and make an impact Learn storytelling techniques that make your content stand out amidst a deluge of information. Make it relevant. Appeal to your reader's emotions as well as their intellect. Put a human face on your story. Distil your key messages, and adapt how you deliver them to each audience and channel. And when it comes to writing, less is more.</p> |
| 10:10 - 10:40 | <p>· Convey technical information to non-specialists Say it without jargon. Strike a balance between the big picture and the details. Use visuals and multimedia to enhance your message. Select data and case studies that make a clear point.</p> |
| <p>20-minute break</p> | |

| Improving internal communication and coordination | |
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| 11:00 - 11:10 | <p>· Internal communication makes a difference</p> <p>Evidence shows that keeping your employees informed, connected, and engaged enhances morale and productivity, and has a positive impact on your organization's reputation and effectiveness with outside stakeholders.</p> |
| 11:10 - 11:40 | <p>· Best practices for internal communication Anne Delaroche (CRE)</p> <p>Tailor your internal communications to your organization's needs and your employees' communication preferences. Establish channels to share ideas and feedback. Don't treat your employees as a monolith. Model a culture of openness and mutual respect.</p> |
| 11:40 - 12:10 | <p>· Assess your current approach and set goals</p> <p>Gather data and employee feedback to determine what is working and where you need to do better. Decide what your organization wants to accomplish through internal communication. Set metrics to gauge employee engagement and other indicators of success. Set a timeline for implementation.</p> |
| 12:10 - 12:40 | <p>· Develop your strategy</p> <p>Segment your audience and develop tailored content plans. Establish a process, set clear accountabilities, and empower your content team. Identify tools and resources. Monitor your progress and adjust.</p> |

Tuesday, 6 October 2020

| SESSION 2 - Social media engagement and writing Moderator: Rebecca Moudio (Audaz) Trainers: Andre-Michel Essoungou (Audaz), Christine Filcidor (Audaz) & Silvio Nobili (ARERA) | |
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| 09:00 - 09:30 | <ul style="list-style-type: none"> · The power of social media Introduction and overview of how social media can increase the impact of your work, messaging, and key achievements. |
| 09:30 - 10:00 | <ul style="list-style-type: none"> · Understanding your audience Learn how to identify your target social media audiences and why this is important. |
| 10:00 - 10:30 | <ul style="list-style-type: none"> · Writing for social media Practical techniques for tailoring your writing and customizing content for Facebook, Instagram, Twitter, etc. |
| 20-minute break | |
| 10:50 - 11:20 | <ul style="list-style-type: none"> · Building a social media campaign 101 Learn the basic techniques for implementing successful digital campaigns. |
| 11:20 - 11:50 | <ul style="list-style-type: none"> · Learning from case studies Examples of social media wins and losses to help guide your future social media planning. |
| 11:50 - 12:20 | <ul style="list-style-type: none"> · Tools and resources Introduction to useful resources that will make your future social media management easier and more efficient. |
| 12:20 - 13:00 | <ul style="list-style-type: none"> · Case study: Becoming ARERA on social media: 1% inspiration + 99% perspiration... + 1 Silvio Nobili (ARERA) The session focuses on ARERA's "New Social" project, which has changed the pace and effort that was given to their previous social media presence and has activated new channels, strategies, and objectives. The encouraging results of this new approach show effects that go far beyond the social networks, from mass media to authorities, with a positive outcome on the general reputation. |

Wednesday, 7 October 2020

| SESSION 3 - Spokesperson and advocacy Moderator: Alicia Bragg (Audaz) Trainers: Andre-Michel Essoungou (Audaz) & Rebecca Moudio (Audaz) | |
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| 09:00 - 10:00 | <p>· Persuasive presentation</p> <p>Participants learn the skills of practical, compelling presentation as well as tips to craft a persuasive presentation using a style that works for them. This session will help participants improve and polish their performance by diagnosing challenges and reading the audience for better engagement.</p> |
| 10:00 - 11:00 | <p>· Speaking to the media</p> <p>Participants learn to build confidence, control the interview and stick to the main message. They will learn how to be comfortable and articulate in press interviews and master questions and answers from reporters or audiences. Participants will have the opportunity to develop talking points, practice in front of their peers, receive feedback and make adjustments.</p> |
| 20-minute break | |
| 11:20 - 12:20 | <p>· Crisis communication</p> <p>Participants will learn how to speak in impromptu circumstances and in times of crisis. They will learn how to address issues while protecting the brand. Participants will learn how to develop and deliver the message quickly and effectively and craft prompt answers to difficult questions, handling them with poise.</p> |
| 12:20 - 12:30 | <p>Conclusions Mehmet Kürkçü (EMRA)</p> |