



Effective Communication and PR for Development Cooperation

How to increase project visibility and outreach

PR and communication is essential element for project visibility and outreach. Good communication strategy will enable the team and organization to communicate effectively with target groups and contribute to goal achievement. Besides, PR and communication is important for visibility of the cooperation effort, which is also a required element of project component for many donors, for example the EU.

Learning Objectives

At the end of the training, the participants will be able to:

- develop communication strategy
- select and develop suitable communication and PR materials
- understand how to work with and pitch the media
- use online media effectively

Content / Topics

- Communication Strategy: identify target groups, developing key messages, and find the communication channels and tools
- Practical Training: Developing media database and pitching the media, writing successful press releases, organizing a press conference,;
- Using online instruments effectively: writing for the web, Facebook, project websites,
- Discussion of country-specific communication/media activities: issues, challenges;
- Practical exercise on example cases (participants can bring their own case to the training)

Date:

29 Mar–1 Apr 2016 (Bangkok)
19–23 Sep 2016 (Phuket)
28 Nov–2 Dec 2016 (Pattaya)

Venue: Bangkok, Phuket or Pattaya

Course fees: 1,290 EUR

(include lunch, refreshment and training materials)

Number of participants: up to 20

About the Trainers:



Vorathep Songpanya is deputy country director of GIZ Malaysia & Thailand and director for Thai-German and Malaysian-German trilateral cooperation programmes. He also heads the project support unit which covers PR, communications, knowledge management and acquisition works. He has over 20 years of working experiences in these fields in various sectors, both

public and private sectors. He trains, coaches, advises and facilitates colleagues and partners on various topics. With his German-Thai cultural, educational and professional background, incl. studies in China and Japan, and extensive work experience in Southeast-Asia, Vorathep provides good practices from and for various contexts.



Rojana Manowalailao is a communication officer with an ASEAN-German project on sustainable agrifood systems being implemented by GIZ. Her main task is to pick up a key message and write to deliver the key message of her project. She also has experiences of more than seven years with international development cooperation agencies in website

management, publication design management and promotional material production. Before GIZ, Ms. Rojana worked with a UN organisation for the ASIA and Pacific Region on education, science and culture, also in the field of communication and public relation. In addition, having been a journalist herself gives her an insight to see the minds of the media.



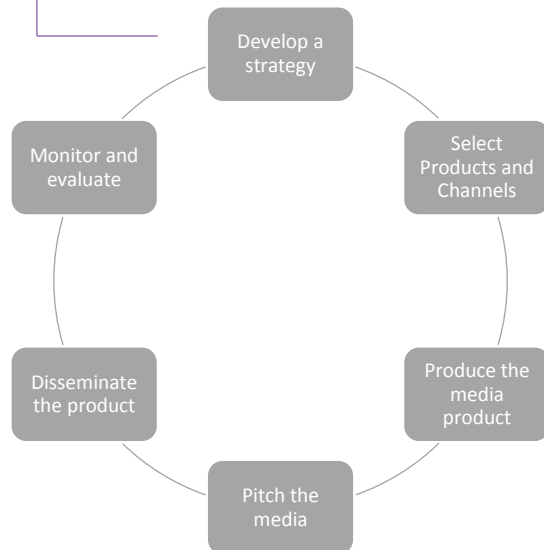
Training approach

Interactive presentations of theory, reflection and discussion, and application of learning through case studies and group work.

Who should attend this training?

- Development cooperation practitioners from governmental, international, non-governmental organization
- Project manager, coordinator, and officers who responsible for communication & PR officers

Work Cycle of PR



About Us and Our Training

We are part of Academy for International Cooperation, providing access to high-quality training-related services in various sectors and competencies. The training is based on non-profit cost-recovery basis. "On-request" courses can be organized for groups to take place at different time and location or language of instruction (if available).

On-line registration: <http://thai-german-cooperation.info/training.html>

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