

Communication workshop – Azerbaijan

28/8/2019

Venue: Azerbaijan Ministry of Ecology and Natural Resources

9.30-10.00	Welcome and introduction <ul style="list-style-type: none">- Tour de table and expectations- Meeting objectives- Programme of the day
10.00-11.00	Environmental communications – Overview <ul style="list-style-type: none">- Audience- Message- Tools/delivery
11.00-11.20	<i>Coffee break</i>
11.20-12.30	Crafting the message for an audience <ul style="list-style-type: none">- Defining impact - objectives- Drafting a headline/key message (exercise)
12.30-13.30	<i>Lunch break</i>
13.30-14.30	Communicating complexity: designing a campaign <ul style="list-style-type: none">- EEA SOER 2020 communication approach
14.30-15.00	Monitoring outreach and impact <ul style="list-style-type: none">- What and why?
15.00-15.30	<i>Coffee break</i>
15.30-17.00	Common challenge exercise <ul style="list-style-type: none">- Participants to define a challenge and develop a communication plan/approach

