

COMMUNICATING EDUCATION REFORM WORKSHOP

Sponsored by
Open Society Education Programs – South East Europe
In cooperation with
Open Society Institute - Croatia
South East Europe Education Cooperation Network
International Republican Institute

27 February - 1 March 2003
Zagreb, Croatia

Dear Colleagues,

We are pleased to announce details of the upcoming regional capacity- building workshop on Communicating Education Reform to be held in Zagreb on February 27 – March 1 2003.

Education change in an open society engages stakeholders-learners, parents, teachers, school leaders, community members, civil society, and policy-makers. This engagement can increase social capital and is crucial for ownership of change at the classroom, school, community and national levels.

As education systems reform, important and complicated new concepts and practices are introduced. Education change will inevitably involve proponents and opponents of change and perceived “winners” and “losers”. The mass media can play an important role in stimulating discussion and informed debate and engagement. How communicators in Ministries of Education and NGOs active in education engage with the media is a hot topic throughout the South East Europe Region and an area in which training opportunities are needed.

In order to address this increasing need for developing more effective working relationship with media, OSI /OSEP-SEE is organizing a **three-day workshop** for governmental and non-governmental communicators in the region in end of February 2003 in Zagreb. A **three day workshop on Communicating Education Reform** is organized by OSI / OSEP-SEE in cooperation with Open Society Institute Croatia, South East Europe Education Cooperation Network and International Republican Institute. The workshop will take place in **Zagreb, hotel Dubrovnik, February 27 – March 1.**

The Overall Goal of the Workshop is the institutionalization of a professional approach to communications in education in SouthEast Europe through practical skills and networking. More concretely, **the Objectives of the Workshop** are:

- To develop participants' knowledge of proven and effective communications techniques;
- To help build skills for message development, strategic planning, and proactive communications initiative;
- To present a model of structure and roles of an efficient office of communications;
- To provide exposure to real-life education communication case studies from the region
- To develop understanding of how media work and think and what are *do's and don't's* in working with the media;
- To provide tips for organizing campaigns, managing and developing paid advertising

of education issues and projects.

Please note that this workshop is designed for training communicators, not journalists. A separate training module is being developed by OSEP-SEE for journalists who cover education. This will be available for incorporating in the regions existing media training centers or country-level programs. We will invite 2-3 leading education journalists to the Zagreb workshop as presenters.

The size of the workshop will be limited. This announcement is sent to all **OSI Education Coordinators** and to all **SEE-ECN Country Nodes in South East Europe**. We expect that OSI education coordinators in cooperation with the respective SEE-ECN country node will **nominate the 4-person team per for country**.

Ideally, country teams shall be composed of **2 persons representing the Ministry of Education** (one senior elected or appointed official and the responsible Ministry communications director, spokesperson or public relation officer) and **2 representatives of the non-governmental education** sector who are engaged in communicating education reform (i.e. from national education institutes, other education NGOs, national foundations or their spin-offs, country nodes etc.). **Cvs or at least short bios of the proposed participants are required with the nominations.**

The official languages of the workshop will be **English** and **Croatian**.

Deadline for nominations is **FRIDAY, JANUARY 17, 2003**. Nominations with CVs shall be sent to Suzana Gerina (gerzina@zavod-irc.si), copy to Teja Rek (rek@zavod-irc.si). If you have any questions, please do not hesitate to contact us.

If a **visa for entry** to Croatia is required and you need an official invitation letter addressed to your name, please send to OSEP-SEE the following information: address, date and place of birth, passport number, date and place of issue, date of expiry. Official invitation letters will be issued by the Open Society Institute Croatia.

Costs related to the workshop will be covered by OSEP-SEE (flight tickets, local transfers, accommodation and meals). We kindly ask the national foundations or local institutions to cover any visa costs. Based on the agenda, **arrival** of participants to Zagreb is expected on Wednesday, February 26 and **departure** on Saturday afternoon (March 1) or Sunday (March 2). **Tickets will be directly booked and prepaid by OSEP-SEE** and participants will be able to pick them in your countries. If you are not coming by plane, please contact us that we directly agree on other arrangements.

Looking forward to seeing you in Zagreb,

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