

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

Wednesday, 26 February

Arrival of participants in Zagreb, transport and check in to **Hotel Dubrovnik**.

20:00 Dinner (*at Hotel Dubrovnik*)

Thursday, 27 February

Sessions will be held in **Hotel Dubrovnik**.

09:00 **Introduction to the Course – Overview of 3 days**
Introduction of Presenters
Terrice Bassler

09:30 **Report on findings of Survey on Communicating Education Situation**
Igor Repac, SEE-ECN

10:00 **Presentation of Case Studies (2)**
Moderator (to be determined)

11:00 Coffee break

11:15 **Presentation of Case Studies continues (2)**

12:30 Lunch

14:00 **Strategic Communication: Moving from Reactive to Proactive**
Kenneth Bricker

15:15 Coffee Break

15: 45 **Strategic Communication: Moving from Reactive to Proactive continues**
Kenneth Bricker

16:30 Feedback and Evaluation of Day 1

17:00 End of Day 1

19:00 Dinner (out)

Friday, 28 February

Sessions will be held in **Hotel Dubrovnik**.

09:00 **The Art and Science of Communication**

- Theme and Message Building
 - Model Office Structures/Roles
 - Proactive Communication Tactics
 - Internal Communication in Ministries
 - Understanding how the Media Think and Act
 - What is a Strategic Communications Plan
- Kenneth Bricker*

10:30 Coffee break

10:45 **The Art and Science of Communication continues**

11:45 **Group work**

Group work: the participants coming from Governmental offices will create 4 working groups (5 persons), another 4 working groups (5 persons) will be formed by participants coming from nongovernmental organizations.

The topics of the group work will be:

For Workgroups involving participants from Governmental Organizations:

Crafting a public statement under pressure

Facilitator: *Kenneth Bricker*

For Workgroups involving participants from Non - Governmental Organizations:

Building a Communications Action Agenda

Facilitator: *Nebojsa Radic*

13:15 Lunch

14:30 **Regroup – Selected Reporting and Feedback on Group Work**

Kenneth Bricker and Nebojsa Radic

16:00 Coffee break

16:15 **Meet the Press**

Scenario, Simulation and Role Play of a Ministry Press Conference

17:15 Feedback and Evaluation of Day 2

17:30 End of Day 2

19:30 An Evening at the Education Cinema viewing of various education documentaries from the OSI network and other producers, with dinner

Saturday, 1 March

8:00 Working Breakfast for Communicators – Networking of Communicators (optional);
Nebojsa Radic, Igor Repac

9:00 Parallel Sessions:

- ***How to be Effective on TV***
Kenneth Bricker
- ***Working with Reporters***
 - »Long Term Relationship = Long Term Success«
 - Providing Service – Journalist as a Customer*Nebojsa Radic*

10:30 Coffee Break

10:45 Parallel Sessions:

- ***Tactics for Increasing Civic Engagement***
- ***Managing Campaigns and Paid Media***

12:00 **Virtual Tour of the OSI Resource Pack on Communicating Education Reform**
Teja Rek

12:30 **Wrap-up Session and Final Evaluation**

13:00 Lunch

19:00 Dinner for those staying till Sunday

Saturday, 1 March (afternoon) – Sunday, 2 March – DEPARTURE OF PARTICIPANTS