

EUKI - Public Relations Training

Date: 16-17 March 2020
Location: Studio36 | Oranienstraße 183 | 10999 Berlin

Day 1 (16 March 2020)	
The first day offers an opportunity for extensive dialogue on effective communication strategies in the field of climate action. Real-world examples and specific written exercises, for example, provide applicable skills and knowledge.	
8:30	Registration and welcome coffee
	Welcome from the EUKI Secretariat
	Introduction and making acquaintances
	Presentation – Basics of communication strategies Tbd From the basics to professional practice: Designing and implementing a communication strategy in the field of environmental and climate requires thorough preparation. But how do you develop a strategy? What components and instruments exist, and what makes sense?
	Coffee break
	Exercise – Basics of communication strategies Tbd In small groups, participants will develop elements of a communication strategy for their EUKI projects.
	Lunch break
	From the field: NN presentation Tbd A current EUKI project presents the challenges and factors for success in its communication work.
	Coffee break
	Writing practice – Public-oriented communication Tbd A practical exercise in essential writing skills: What is important when writing headlines and teaser texts? What should you take into consideration when writing for different formats such as press releases, websites, social media and photo contributions?
17:00	Summary , feedback on Day 1
19:00	Dinner reception with special guests

Day 2 (17 March 2020)

On the second day, the participants are to be made aware of particular public relations issues. In a practical workshop, the participants are given specific skills for their visual communication work.

9:00	Welcome coffee
	<p>Input presentation – Dealing with ‘Climate Sceptics’ Nils Meyer-Ohlendorf Head International and European Governance, Ecologic Institute</p> <p>Nils Meyer Ohlendorf will discuss communications strategies for dealing with climate sceptics and practical tips for communication. The input is based on lessons learned from an EUKI project.</p>
	Coffee break
	<p>Input presentation – Campaigning and working with journalists Katarzyna Karpa-Świderek Spokeswoman, WWF Poland</p> <p>How can the project outcome make a difference and how can issues become a part of public opinion? Katarzyna Karpa-Świderek will present what others can learn from WWF Poland’s work with the media and from campaigns like the “Ekopatrioci”.</p>
	Lunch break
	<p>Visuals in communication Tbd</p> <p>Basics of photography and filming as well as visual language. Common programs and technology for easy editing of photos and videos are presented. The focus is on practical application.</p>
	Coffee break
	<p>Video practice – Creating EUKI films Tbd</p> <p>Short videos are created in groups. There are lessons on using simple technology and editing programs. Various influencer formats are presented. Ultimately, short videos will be produced for use by EUKI.</p>
17:30	Conclusion and brief summary by the EUKI Secretariat