

# **Online Content and Communication training for electronic networks of South Eastern Europe's environmental NGOs**

Rome, Italy

October 12 - 15, 2004

This course will help participants improving the management of on-line information content and the reach to the networks' target audience, through improved news writing skills, public and media relations as well as network promotion.

## Key skills to develop:

- \* Reaching networks' target audience
- \* Understanding target groups and audiences
- \* How to use media contacts effectively
- \* Writing and using ICT for press releases
- \* Targeting different media
- \* Developing a website so it supports your campaign
- \* Understanding and using the tools for effective website management
- \* Planning an effective campaign work plan\project plan with roles, responsibilities and time frames

## Preliminary Agenda:

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October 12. Tuesday

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Participants arrive.

20.30 Everyone meets in the hotel lobby.

21.00 **Welcome dinner** in the conference room of Compagnia delle Opere (Via Liberiana, 17).

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DAY ONE. October 13. Wednesday.

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9.00 Tea and biscuits at venue. Participants get together.

9.30 – 10.00 **Opening** of the training by Pavel, Anna, Gabor and Lucia.

**Presentation** of trainers and participants.

**Rules and conditions of work.**

10.00. – 10.30 **Identifying the needs** of the trainees. **Expectations.**

**The training programme** presented. Discussion.

10.30. – 11.00 **Definitions and terms to be used**

11.00 – 11.15 Tea break

11.15 – 12.15 **Identifying networks' audiences I.**

12.15 – 12.45 **Packaging the content I:** Identifying the content tools and information formats to be used by the networks.

12.30 – 14.00 Lunch

14.00 – 14.05 Energizer

14.05 – 15.00 **Packaging the content II.**

15.00 – 16.00 **Structuring e-content.** Analysing web-spaces

16.00 – 16.15 Tea break

16.15 – 17.30 - **Developing a website plan**

17.30 Round up of day one. Energizer.

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DAY TWO. October 14. Thursday.

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9.00 – 9.15 Tea and biscuits

9.15 – 9.20 Introduction to day two's programme.

9.20 – 9.25 Energizer

9.25 – 10.25 **Planning media work strategically.**

10.30 – 12.00 **ICTs for work with the media**

12.00 – 12.15 Networking energizer

12.30 – 14.00 Lunch

14.00 – 14.05 Energizer

14.05 – 14.15 **Working successfully with media - introduction**

14.15 – 17.00 **Practical session I: Developing a press release** (tea and biscuits served in the mean time)

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DAY THREE. October 15. Friday.

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9.00 – 9.15 Tea and biscuits.

9.15 – 11.15 **Practical Session II: Developing a tool for publishing**

11.15 – 11.30 Tea break

11.30-12.30 **Press Releases online using ActionApps**

12.30 – 14.00 Lunch

14.00 – 14.05 Energizer

14.05 – 16.05 **Practical session III: holding a media event**

16.05 – 16.20 Tea break  
16.20 – 17.20 **Developing a campaign strategy**

21.00 Final party

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DAY FOUR. October 16. Saturday.

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10.00 – 10.15 Tea and Coffee  
10-15 – 11.15. **Practical session: camera behaviour**  
11.15 – 12.00 Final round up. Evaluation

END OF TRAINING