IWC10 Pre-Conference Workshops

Day 2: Communication Workshop

22 September 2024
08:30-14:00 UYT, CAF Montevideo

CONCEPT NOTE

Pre-conference Workshop 2.2. Communication

Description

This workshop is designed to equip the participants with a comprehensive understanding of essential communication skills within an organization. Through hands-on activities and team exercises, participants will learn how to create clear, compelling messages that resonate with their target audience(s).

This session serves as a 'teaser' for the Communication Clinic, which will be held on Sunday, 22nd September (08:30 – 12:45). While the pre-conference workshop offers an overview and a "menu" of communication strategies, the clinic will provide a more personalized experience for participants.

Aim and Objectives

The aim of this workshop is to equip participants with practical communication tools that address the diverse needs and challenges faced by professionals in various regions, particularly those involved in day-to-day project work. As we approach the main conference, where agencies and government representatives will communicate strategies, visions, and implementation plans, this session is designed to help you build your own communication toolbox, tailored to your specific needs.

We recognize that everyone comes with different priorities, so this workshop will present a variety communication strategies. Some important points will include training in how to think like a storyteller and breaking down effective and engaging websites—not by dissecting every technical detail of the web design, but by exploring simple, clear, and compelling questions regarding what makes a great website, as well as preparing for communication roles and media relations. By the end of the workshop, you'll leave with a personalized toolbox, equipped to streamline your communication strategies, and return to the basics of impactful messaging.

Physical copies of checklists and other useful aids will be provided to give clear guidance to the participants and help them stay organized and focused during each activity.

Further objectives include:

- Make sure to balance the amount of content with interaction. Keeping sessions dynamic and allowing for participant input will make the workshop more memorable and impactful.
- Increase participant engagement by incorporating more interactive components, such as real-time polls, group discussions, and hands-on activities.
- Ensure that after each session, participants can reflect on what they've learned and share their thoughts, either through quick feedback sessions or small group discussions.

Learning Outcomes

- By the end of the pre-conference workshop, the participants will walk away with a more robust understanding of communication strategies that can be tailored to their specific organization's needs. They will have practical skills in creating effective communication tools, such as social media campaigns and elevator pitches, which outline their organization's goals, objectives, strategies, and tactics.
- Participants will also get a crash course in basic photo, video and audio capturing skills, so that even content created with just their mobile phone will look and sound clean and well composed.
- Participants will also walk away with an understanding of how storytelling can help them craft compelling messages that resonate with diverse audiences (and how to identify who their audience is), ensuring an impactful delivery.
- Lastly, through the interactive sessions and group activities, the workshop attendees will strengthen their ability to collaborate and exchange ideas, leading to more dynamic and engaging communication practices.

The workshop targets project staff, communication specialists, and key stakeholders, interested in enhancing the communication skills required for increasing the impacts of GEF IW projects.

Workshop 2.2. Provisional Agenda

Sunday 22 September

Venue: Auditorium, Ground floor, CAF Office

Time	Section	Speaker
08:30 08:45	Registration Opening remarks	Alexandre Pinheiro Rego (GEF Media Relations)
Moderated by: TBC		
Session 1:		

09:00-09:05	**The wall of wishes:** Participants will be invited to write on a wall their expectations or questions for the day as they register. This can serve as a reference point throughout the workshop and can be used later for the clinic session. (*material needed: cards to be pinned and markers*)	ICPDR
09:05-09:15	**Icebreaker: Last-Person Standing Trivia** The workshop will start with a fun, interactive trivia quiz focused on communication topics! Participants will answer multiple-choice questions, and those who answer incorrectly will sit down, leaving only one person standing at the end. This engaging icebreaker is designed to warm up the group while testing their communication knowledge.	ICPDR
09:15-10:35	**Storytelling in Communications** This session will cover how to think like a storyteller, how to tailor your story to your audience and how to identify what medium to use, and it will then give a crash course on basic photo, video and audio skills.	GRID-A
10:35-10:55	Q & A + feedback session	All participants
10:55-11:35	Coffee/Tea break	
Session 2:		
11:35-11:45	**Getting back together**	
11:45-12:45	**Communications Marketplace** In this dynamic session, participants will be divided into three pre-assigned groups (announced during the coffee break) to encourage collaboration with new colleagues. Each group will rotate through three different activities, spending 15 minutes at each table. During these activities, participants will contribute to building a comprehensive communications toolbox using pre-prepared sheets that guide each task. At each table, there will be two assigned roles: a session lead to facilitate the discussion and a volunteer rapporteur to record the key takeaways. This structure allows participants to engage with different aspects of communications strategies and activities in a practical, hands-on manner. 1. ***Social Media:*** *Participants are given brief instructions on mobile filming and photography (5 minutes). The group then splits into pairs and each pair makes a plan to film a series of reels or write a series of short text posts with photos*	GRID-A/ ICPDR/ ATSEA-2 Project

	sharing their takeaways from the workshop or experiences during IWC10. The expectation is that motivated participants will execute their plan later during the conference. Participants will be encouraged to submit what they produce for review during the comms clinic. (Facilitator: GRID-A) 2. ***Website Design:*** *In this breakout group, participants will brainstorm ideas for creating the ideal organization or project website. They will discuss key design elements, functionality, and content structure to ensure the website effectively communicates their goals and engages their target audience. (Facilitator:* ATSEA-2 Project*)* 3. ***Elevator Pitch Project Communications & Roles:*** *In this interactive exercise, participants will have 10 minutes to prepare and five minutes to deliver a three-minute elevator pitch. Each pitch should present the role of communications within their organization or project, emphasizing its importance in achieving strategic goals. Participants will also create a visual representation (organigram) of their communication structure, including a vision and mission statement from a communications perspective. This activity promotes clarity, conciseness, and a focus on strategic communication roles. (Facilitator: ICPDR)* All materials collected by participants throughout the workshop will form valuable components of their own communications "toolbox," which they can use during both the pre-conference workshop and communication clinic, and also apply to future communications efforts.	
12:45	**Wrap up & closing**	
13:30-14:30	Light Lunch	
14:30	**Departure to Punta del Este**	