

Annual General Conference (AGC) 2017

Tallinn, 16-18 October 2017

Influencing the public(s): towards a strategic approach to ECRE communications

Agenda

14:00 – 14:10 **WORKSHOP 6: COMMUNICATIONS / PUBLIC AWARENESS**

ECRE has limited experience in joint strategic communicating initiatives directed at the public and the workshop is aiming at establishing the potential, scope and aims of joint initiatives.

Moderator: Vladimir Petronijevic, Southeast Europe Region Representative

14:00 – 14:10

SHORT INTRODUCTION:
The external context and strategic communication.

14:10 – 14:35

Discussion 1: TARGET AUDIENCE:
Target audience – who do we target?
Examples of segmenting and open discussion on relevant target audiences for ECRE initiatives.

14:35 -15:00

Discussion 2: TONE OF VOICE:
Tone of voice - How do we address them?
Examples of NGO communication and open discussion on the relevant ways to appeal to segments of the broader public.

15:00 – 15:25

Discussion 3: DISTRIBUTION CHANNELS:
Distribution channels - How do we reach them?
Examples of distribution channels and discussion on relevant ways to reach selected target audiences.

15:25 – 15:50

Discussion 4: ROLE OF ECRE SECRETARIAT:
How can the ECRE secretariat support joint or coordinated messaging or campaigning?
Explanation of the Secretariat mandate and discussion on the relevant ways to organise joint initiatives across the Membership.

15:50

Open floor