

Communicating in Unprecedented Times

Lessons for Governments



One-week virtual professional development workshop
Induction day 23 November 2020
30 November to 4 December 2020



ACCREDITED
SHORT COURSE PROVIDER
BRITISH ACCREDITATION COUNCIL
ACCREDITED SHORT COURSE PROVIDER

PAi is accredited by the
British Accreditation Council
for Independent Further and Higher Education

About the workshop

Coronavirus has exposed the fragility of Governments' image and globally that fragility has in some countries led to civil unrest and even riots. So, in the same way that you need to prepare and protect people against a pandemic, you also need to prepare and protect your Government's image.

At PAI, we are committed to the goal that all our participants can continue to learn and develop during the global pandemic. Coronavirus has shown how quickly trust in a Government can be eroded, leading to uncertainty and confusion about Government policy. Since the Coronavirus outbreak became a global pandemic, there have been hundreds of communication lessons for Governments. So, we are pleased to present our new virtual workshop covering key issues for crisis communications in these unprecedented times.

The workshop includes:

- The practicalities of delivering Government advice during a pandemic when hostile actors are deliberately trying to undermine Government policy
- The dynamics of crisis communications during a long-running event like coronavirus and how public trust and behaviour changes as people become more familiar with a risk
- Government priorities in managing public communication and the political dimension of dealing with diverse public interests
- News media priorities, public interest and freedom of information
- The role of public relations and marketing professionals in media management and positive image promotion
- How to detect and counter false information on social media
- How to produce your own positive images using a smart phone to develop short broadcast-quality video news reports. This session is designed for people with limited technical ability and no previous photography skills.

Who is it for?

The workshop is designed for senior policy officials, managers responsible for Government image at operational, tactical and strategic levels, as well as public service communications and media specialists who are responsible for Government/public service communications and protecting your Government's reputation during times of emergencies and crisis such as coronavirus, civil unrest, terrorist attacks or deliberate disinformation campaigns designed to destabilise your Government.

How participants will benefit

The workshop will enable you to:

- Develop your knowledge of how Government and other public organisations use communications to help devise and deliver effective policies
- Create an understanding of how media reacts to risk such as coronavirus, the influence this has on the public and the importance of building good relationships with both traditional media and community leaders on social media
- Show you how to detect and counter both misinformation and disinformation on social media using the latest free internet tools
- Help you to learn from the experience of UK Government and global communicators, including leading journalists and editors
- Encourage you to consider ways of using a range of media to widen access to public information and reach fragmented audiences
- Raise your awareness of how to handle public communication and apply strategic communication techniques to improve the image of your government
- Future-proofing your career by helping you to use professional video production techniques.

Delivery

Our workshop will be delivered using Zoho ShowTime, a web conference software which has features that let us interact with you in real time and provide you with slides and learning materials including websites and video.

Pre-workshop induction

We will create a practice session for participants to join Zoho ShowTime so that you understand the full functionality of the learning platform. This will be arranged on Monday 23 October 2020. During the induction, our Workshop Director will introduce some initial familiarisation questions that we will send to you.

These questions will help our Workshop Director to understand more about you, how long you have been in your particular role, your responsibilities, professional experience and any previous relevant training/development you have undertaken. We will ask you about your workplace activities and whether you have any specific training needs or areas of work you would like to understand better. The questionnaire will also ask you to self-assess your current knowledge/skills and interest in certain areas of the programme.

What the workshop will cover

This programme provides a comprehensive understanding of media and communication techniques such as the 3 Ps and the ABC techniques, as well as factors such as heuristics and phenomena such as social amplification of risk.

A large component of this remote workshop will involve attending short live webinars each day over a one-week period. At times outside the webinar sessions, participants will be expected to complete self-study or work remotely, either alone or in groups, on exercises set by the Workshop Director. All participants will have to complete each element of the programme and will need to fully commit both their time and effort throughout. Participants will connect in online discussions using the Zoom platform for group activities.

Programme outline

	12.00 to 14.15 hours UK time	14.15 UK time onwards
Monday 30 November	<p>Welcome, introductions and workshop scope and objectives</p> <p>Workshop ethics, integrity, and confidentiality</p> <p>Review of how Coronavirus has affected your country and any specific media and communication concerns you have</p> <p>Group discussion about the other global effects of Coronavirus in different countries, identifying the mistakes made and preventive measures they should have taken to protect Government's image</p> <p>Beyond Coronavirus: other events affecting Government's image</p> <p>10-15 minute break</p> <p>Setting the scene: an introduction to basic media and communication techniques</p> <p>Planning your overall communications strategy and the principles that we will cover during the week that underpin that strategy.</p>	<p>Practical learning exercise/ self-study</p>
Tuesday 1 December	<p>Review and discussion about day one and the exercise/self-study</p> <p>Language: words that work and words to avoid; aspirational and visual terminology</p> <p>Factors such as heuristics and social amplification which affect Government image as well as trust, control, benefit and empathy</p> <p>How to engage the media get your positive messages across</p> <p>The press release: why 390 out of 400 end up in the bin and what is special about the 8 press releases that will make it to television</p> <p>The difference between a press release and a script</p> <p>10-15 minute break</p> <p>The different needs of TV, radio, newspapers and online news</p> <p>How your image affects Government image: how to dress and prepare for a TV interview, radio interview and an online interview</p>	<p>Practical learning exercise/ self-study: analysing live TV bulletins and assessing how different Governments perform</p>
Wednesday 2 December	<p>Review and discussion about day two and the exercise/self-study</p> <p>Risk analysis and how to use SWOT and PESTELO tools to spot vulnerable areas that need additional attention and protection before going public</p> <p>10-15 minute break</p> <p>Avoiding Government Ministerial 'non-speak' and robotic rehearsed answers</p>	<p>Practical learning exercise/ self-study</p>
Thursday 3 December	<p>Review and discussion about day three and the exercise/self-study</p> <p>Interview techniques and how to deal with hostile interviews</p>	<p>Practical learning exercise/ self-study</p>
Friday 4 December	<p>Review and discussion about day four and the exercise/self-study</p> <p>Types of false information: the difference between fake news, misinformation and disinformation</p> <p>How to detect and counter false information: BBC editorial techniques, the latest EU Artificial Intelligence (AI) tools</p> <p>10-15 minute break</p> <p>Attack and defence: practical false information group exercise</p> <p>The importance of pictures and how to produce your own short video news reports using your smartphone to build up a library of positive images and narrative so as to strengthen your Government's image on websites</p>	<p>Practical written review about the learning during the whole week and your three pledges going forward</p>

We reserve the right to change the programme if necessary.

Workshop Director

The Workshop Director will be Ian Cameron. Ian is an International Media and Communications Consultant, combining 35 years' broadcast experience as reporter, producer and news editor in the BBC and ITV with the academic rigour needed for a Master's Degree in Civil Protection. He's a NATO Civil Expert in Risk Communication and Media and a member of NATO's Core Planning Team for their annual excises involving 30 nations and two thousand people, so he draws upon a wide range of global lessons affecting numerous countries and regimes.

Ian has a wealth of experience of dealing with emergencies and disasters. As well as covering and coordinating news coverage for the BBC, he was also a member of the BBC Business Continuity and Disaster Recovery Team. He was media lead for the Emergency Management Improvement Programme at the Sellafield Nuclear Decommissioning and Reprocessing Plant. He has also been involved with a number of EU projects, including the EDEN CBRNe Project, SPRES Oil Pollution Project and the AWARE programme about cross-border cooperation during a crisis. He lectures at various UK Universities and provides training and consultancy for several international companies and corporations.

How to apply

Please complete the PAI application form online via our website:

<https://public-admin.co.uk/booking-form/>

You can also complete our hard copy application form. Please contact us at pai@public-admin.co.uk to obtain a copy. Once completed return to Amanda Anderson, Programme Manager, at the same email address. If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director.

We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

Fees

The tuition fee is £1,240. It includes presentation material and other documentation which form part of the programme.

Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are "employed by the government in furtherance of its sovereign activities". In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

Ways to pay

You, or your Government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We accept payment by credit or debit card but there is a surcharge for this way of paying. Please contact us if you would like to pay by credit or debit card.

Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £100 to cover our administration costs. For cancellations received within 28 days of the start of the workshop, we will charge the full tuition fee.

Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

Please see our website for our full terms and conditions. If you would prefer a hard copy of our full terms and conditions please let us know.

[\(http://www.public-admin.co.uk/terms-and-conditions-for-booking/\)](http://www.public-admin.co.uk/terms-and-conditions-for-booking/)

Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first

Where we are



Public Administration International

56 Russell Square London WC1B 4HP UK

T: + 44 (0)20 7580 3590 F: + 44 (0)20 7580 4746 E: pai@public-admin.co.uk