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## COMMUNICATIONS AND THE MEDIA

December 1-3, 2005

Coordinators: Sandra Sipetic Grujicic and Zorica Terzic

### Programme

#### 1.12.2005. Thursday – Centre-School of Public Health, (Pasterova 2, last floor)

##### Module one - Strategic communication

9.00-9.30	Introduction of the participants, their expectations and thoughts about the seminar	Vesna Bjugovic, Janna Brooks
9.30-10.00	<u>Group work:</u> Community public health crisis	
10.00-10.15	Coffee Break	
10.15-10.20	Goals and Objectives	Milena Santric-Milicevic
10.20-10.30	<u>Group work:</u> Organizational Goals and Objectives	
10.30-12.00	Audience analysis (step 1)	Sandra Sipetic-Grujicic Milena Santric-Milicevic
	<ul style="list-style-type: none"><li>▪ Identify audience</li><li>▪ Group and segment audience</li><li>▪ <u>Group work:</u> Audience groups or segments</li><li>▪ Analyze the communication gap</li><li>▪ <u>Group work:</u> Analyze the communication gap</li><li>▪ Get the data</li></ul>	

- Group work:  
Discuss pros and cons of 1 of the data sources
- Prioritize audiences for impact
- Group work:  
Prioritize audiences

Energizing Game

12.05-12.25	Strategic objectives (step 2)	Milena Santric-Milicevic
12.25-12.45	<u>Group work:</u> Audience priorities and strategic messages	
12.45-13.00	Communication audit (step 3)	Zorica Terzic
13.00-14.00	Lunch at Medico Restaurant	
14.00-14.30	Implementation tactics (step 4)	Natasa Maksimovic
14.30-14.45	<u>Group work:</u> Strategy and Tactics	
14.45-15.00	Work plan (step 5)	Bosiljka Djikanovic
15.00-15.15	<u>Group work:</u> Communication product review	
15.15-15.30	Coffee Break	
15.30-15.55	<u>Group work:</u> Communication Audit summary Energizing Game	

## **Module 2 – Effective presentation**

16.00-16.20	Introduction to effective presentation (Preparing your presentation)	Slavenka Jankovic
16.20-17.00	Participants preparing for five-minute video-taped presentation the second day (select topic that are familiar with)	
20.00	Festive Dinner at “Sesir moj” Restaurant, Skadarska 21.	

## **2.12.2005. Friday – Centre-School of Public Health (Pasterova 2, last floor)**

### **Module two - Effective presentation**

09.00-10.00	Presentations of participants	Slavenka Jankovic, Vesna Bjegovic Sandra Sipetic-Grujicic, Zorica Terzic
10.00-10.15	Coffee Break	

10.15-10.25	The benefits of effective presentation skills <ul style="list-style-type: none"> <li>▪ Vocal skills</li> <li>▪ Key speaking techniques</li> </ul>	Slavenka Jankovic
10.25-10.50	<u>Group work:</u> The benefits of effective presentation skills  Energizing Game	
11.00-11.10	Extemporaneous speaking	Sandra Sipetic-Grujicic
11.10-11.35	<u>Group work:</u> Extemporaneous speaking	
11.35-11.50	Visual aids and analyzing your audience	
11.50-12.00	Motivated sequence and getting audience attention	
12.00-12.30	<u>Group work:</u> TB screening speech	

### **Module Three - Communication and the media**

12.30- 12.45	Introduction to communication and media (pre-test)	Vesna Bjegovic
12.45- 13.00	<u>Group work:</u> Video type presentation of one interview and discussion	
13.00-14.00	Lunch at Medico Restaurant	
14.00-14.20	Media advocacy and group work	Zorica Terzic
14.20-14.40	News and group work	
14.40-14.55	Public health frames and group work	
14.55-15.15	Social Math and group work	Bosiljka Djikanovic
15.15-15.30	Coffee Break  Energizing Game	
15.40-16.05	Single Overriding Communication Objective and group work	
16.05-16.25	News writing and group work	Natasa Maksimovic
16.25-16.45	Handling the media interview and examples	
16.45-17.00	Last-minute advice	

### **3.12.2005.- Saturday Centre-School of Public Health, (Pasterova 2, last floor)**

09.30-10.15	Exam and course evaluation
10.15-11.00	Discussion about participants five-minute video-taped presentations (only persons who are interested in it)
11.00-11.30	Coffee Break
11.30-12.00	Concluding Session and Certification
12.00-13.30	Lunch at Medico Restaurant