

Course Name

Communication & Reporting Strategies for NGOs

-Journalism & Advocacy

Course Overview

This course equips professionals working in non-governmental organizations (NGOs) with an understanding of journalism and advocacy. The course helps learners make the best use out of the available tools and strategies while anticipating and avoiding common mistakes and determining the best practices. The course also features the latest methods in identifying problems, stakeholder analysis, building an advocacy targeting graph, building advocacy messages, setting strategies and their subsequent tactics, and campaign analysis.

Course Objectives

This course uses slides, video case studies, graphics and illustrations along with online tools to guarantee an interesting learning experience.

Who Should Attend

Course Duration

2 days

Course Outline