

Communication Skills Workshop Program

Day I: Wednesday - October 28th, 2015

09:00 – 10:00 Registration

Opening Session

10:00 – 12:00 Plenary session at SKY ROOM
Overview and the workshop objectives

12:00 – 13:30 LUNCH

Session I

14:00 – 16:00 * Media accessibility: How to build a good relationship with the media?
* Create your tailored messages (working groups)
* Practice your Skills: News release (working groups)
Dr. Adel Saleh, The British University in Egypt (BUE)

Day II: Thursday - October 29th, 2015

Field Visit to Rabat .. Caravan: All participants, Trainers & AFA Team
Hosted & Organized By OCP

DAY III: Friday - October 30th, 2015

Session I

09:00 – 10:30 Lesson learned: How to use such an event on media level (Working groups)
Dr. Adel Saleh, The British University in Egypt (BUE)

Session II

10:30 – 12:00 Practice your skills: Media statement & Spokesman ((Role Playing)
Dr. Adel Saleh, The British University in Egypt (BUE)

12:00 – 12:30 Coffee Break & Pray

Session III

12:30 – 13:00 Preparing your first newsletter:
What was happened during this three day workshop? (working groups)
All participants & Trainers

13:00 – 15:00 Practice your skills: Media interview (Role Playing)
Dr. Adel Saleh, The British University in Egypt (BUE)

Closing & Recommendations

15:00 Lunch