

Public Relations Training for National Assembly and Senate Administrative Staff working in the field of Information Dissemination and Public relations

11.12.-12.12.2013

Venue: Day I: Sunway Hotel, Full Day
Day II: The Senate, Training Room, Half Day

Background	<p>Successful parliamentary communication provides the necessary foundation for an effective, accountable and balanced democratic government. Good parliamentary communication also ensures public credibility.</p> <p>Communication processes must be inter-linked, both internally (between the National Assembly, the Senate, Political Parties, individual MP's) and externally (with national institutions, NGO's, provincial legislatures, regional organisations).</p>
Objective	<ul style="list-style-type: none"> ▪ Build and expand on existing tools and processes using available communication techniques. ▪ Create an effective link between the public and its representatives. ▪ Allow voters to communicate their views on the law-making process. ▪ Adequately inform citizens as to the purpose of legislation
Expected Results	<p>The following areas are expected to improve as a result of the workshop</p> <ul style="list-style-type: none"> ▪ Parliament administrations communications functions ▪ Political Party communication ▪ Individual MP communication ▪ Spokespersons and their roles ▪ Communication with external institutions relevant to a Parliamentary democracy
Date	<p>11th of December 2013 (full Day) 12th of December 2013 (half day)</p>
Main Contents	<p><u>Day 1:</u> Parliamentary Functions/Parliamentary Tools.</p> <p><u>Day 2:</u> Exercises (1/2 day)</p>
Suggested Participants	<p>Administrative staff working in the field of public relations and Information Dissemination from the NA and the Senate Spokespersons of the Administration of the Parliament and the Senate</p>

Day 1: Wednesday 11 th December 2013		Session Title	Content Responsibility
07:30-08:00		Registration	KAS-Staff
08:00-08:30		Introduction	Mr. Denis Schrey, KAS, Country Representative
08:30-09:30	Parliament's communications functions; Importance of Parliament, Who should receive and share information, Parliamentary website.		Mr. Alastair Carthew Consultant
09:30-10:00	Q&A		
10:00-10:30	Coffee Break		
10:30-11:30	Examples of Parliamentary websites, Social media.		Mr. Alastair Carthew Consultant
11:30-12:00	Q&A		
12:00-13:30	Lunch		
13:30-14:30	Coordination with Senate/NA; Press Unit role.		Mr. Alastair Carthew Consultant
14:30-15:00	Q&A		
15:00-15:30	Coffee Break		
15:30-16:30	Cross Communications Coordination Committee, Weekly grid, Coordination with political groups, Parliamentary communications Plan.		Mr. Alastair Carthew Consultant
16:30-17:00	Q&A Conclusion of 1 st Day		

Day 2: Thursday 12 th December 2013		Session Title	Content Responsibility
08:00-09:00	Practice tools for NA/Senate; What action to take, Main communication tools, Press conferences, Press release and examples.		Mr. Alastair Carthew Consultant
09:00-10:00	Exercise: Misbehaving in Parliament; Press conference.		Mr. Alastair Carthew Consultant
10:00-10:30	Coffee Break		

10:30-12:00	Exercise: Walkout of Parliament; Website, Social media, Written statement, Confidential briefing, On and off the record, Monitoring, Internal communication, Issues and management.	Mr. Alastair Carthew Consultant
12:00-12:15	Closing Remarks	Mr. Denis Schrey, KAS, Country Representative
12:15-13:30	Lunch	
End of Program		