

Workshop and Simulation
“How to Work effectively as a Spokesperson?”
on 18th -19th August 2014
at Sunway Hotel, Phnom Penh

Introduction:

Konrad-Adenauer-Stiftung (KAS) Cambodia has been actively promoting the set-up of Spokesperson Units at subnational level (provincial/capital) level in Cambodia since 2011. As of 2013 all Provincial Governments have set up a Spokesperson Unit (promulgated by an Interministerial Prakas of the Ministry of Interior and the Ministry of Information) to regularly inform the public and the media on important developments of provincial government work and services. In a three-year capacity building effort provincial teams in charge of information/spokespersons have been trained to improve their performance.

At the national level, spokespersons have been identified by Cambodian ministries and other government institutions. Those identified are responsible to inform the public about government policies and have been trained to engage with media inquiries. Nevertheless, the level of experience and expertise varies considerably across government institutions. Thus, there is an urgent need to raise this level across all ministries. The benefits will be more credibility of information, leading to a satisfactory level of trust between the ministries and their audiences.

Objectives of the WS/Training:

The aim is to promote a better understanding of the role of spokesperson through self-practicing and simulation learning experiences (role play).

Strengthening the understanding of ministries to regularly (not only in crisis situation) contact, inform and communicate with the media.

Applied Methodologies:

Presentation/Role Play/Simulation

Expected results:

Spokespersons will feel more comfortable and confident to interact with the media. Ministries are encouraged to organize their own press conferences regularly in order to inform the media on their progress and to provide a forum for dialogue.

Participants:

- 26 Spokespersons from selected government departments to undergo media training and to conduct the simulated press conferences (**Defense, Education, Economic and Finance, Trade Health, Information, Interior, Land Management, Labor,**

Woman Affairs, Environment). In addition other key institutions, e.g. National Assembly, the Senate, police, military and local government spokespersons of big cities like Phnom Penh, Battambang, Siem Reap, Kandal, Kampot and Preah Vihea)

- 10 Journalists to ask questions
- KAS personnel and consultant

Tools:

- Large room for presentation and scenario playing, capable of comfortably seating up to 60 people.
- Table and lectern on stage.
- Backdrop if possible. This could be a neutral backdrop for the scenario exercises.
- Two telephones in large room, one each in smaller nearby rooms.
- Two video cameras to record one-on-one media training and press conference.
- Computer editing facility.
- Two large screens for simultaneous translation (if required).
- Translation booth and translators if required.
- Power point presentation beamer.
- Two radio tape recorders.

Participants equipped with mobile phones to photograph and record events.

Wi-fi in the large room.

Room to be laid out in a press conference format (classroom style seating, top table for three people, lectern).

Format:

The exercises will largely be activity based, with the consultant and invited journalists actively interviewing selected spokespersons in a variety of communication formats:

- One-on-one interviews, sitting down and standing up.
- Answering questions at a press conference.
- Moderating a press conference.
- The first morning will comprise a presentation by the consultant on the principles of being a spokesperson and conducting a press conference to be applied in the afternoon and following day sessions.

One on One Interview:

Tips on how to conduct such interviews would include:

- Speaking in "30 second clips."
- Staying on message.
- Walking interviews to discourage questions.
- Answering questions openly and succinctly.

Press Conference Tips:

This session also includes how the spokesperson should conduct a press conference.

- Layout of the room.
- How to introduce speakers and identify questioners.
- Handling off conference questions afterwards.
- Dress and conduct.
- Press kit content.

Programme

<u>Day I, Monday , 18th of August 2014</u>		
07:30-08:00	Registration	
08:00-08:15	Welcome and Introduction by KAS	
08:15-09:00	Morning Session I	Alastair Carthew KAS Consultant
	<p><u>Expected Results:</u></p> <ul style="list-style-type: none"> - Understanding the basic principles of how to be an effective spokesperson in a formal press conference and in an unexpected stand up situation - Learning and Understanding the techniques for answering media questions <p>Subjects to be covered in the role of moderator of a press conference or in a door step situation:</p> <ul style="list-style-type: none"> - Qualifications of spokesperson to conduct the Press conference - Appearance, experience, knowing the subject. - Dos and Don'ts of conducting a press conference. - Conducting a press conference i.e. handling questions, staying on message and time. - Handling non-press conference day-to-day media inquiries [telephone, face-to-face, radio, TV interviews]. - Role of answering questions as a ministry representative at a press conference. - Role of handling stand up, less controlled, "door stop" media interviews 	
09:00-10:00	Questions and Clarifications	
10:00-10:15	Coffee break	
10:15-10:45	Morning Session II	Alastair Carthew KAS Consultant
	<p>Introduction by the expert for Participation in stand up, informal interviews with journalists</p> <ul style="list-style-type: none"> - Participants learn how to keep moving to avoid difficult questions, to answer questions without too much preparation. 	
10:45-11:30	Questions and Answers	
11:30-12:00	Introduction to and explanation of the Group Work in the afternoon	
12:00-13:30	Joint Lunch	
13:30-15:00	<p>One on One Interviews</p> <p>Participants split into three groups (10-15 pax each group)</p>	Alastair Carthew KAS Consultant

	<ul style="list-style-type: none"> - Individual interviews with consultant and selected journalists (1 consultant and 2 journalists for each group, one from DMC and one from CCJ). - Other participants to observe. - Sessions to be recorded on video for editing and playback. 	Mr. Chhay Sophal Mr. Pen Bona Resource Person
15:00-16:15	Review of video clips, assessment and discussion in the three groups	
16:15-16:30	Coffee break	
16:30-17:30	Present and Discuss Findings from each group among all participants in plenum	
<u>Day II, Tuesday 19th of August</u>		
08:00-08:20	Introduction to the concept of the "Federal Press Conference in Germany"	Denis Schrey Country Representative, KAS
08:20-08:45	Questions and Answers	
08:45-09:15	Preparation for the Press Conference Simulation situation <ul style="list-style-type: none"> - Hand out and explanation of Press Conference scenario played for participants to learn their roles - Allocation and discussion of roles for multi-headed press conference, moderator role in the press conference and stand up interviews 	Alastair Carthew KAS Consultant Mr. Chhay Sophal Mr. Pen Bona Resource Person
09:15-10:30	Conducting a multi-headed type of press conference with <u>10 real journalists</u> asking questions: <ul style="list-style-type: none"> - One participant of group to be designated moderator. Others to be sitting at top table. Participants to take turns at being moderator. - Room to be laid out in classic press conference style. Participants to organize the layout. - Sessions to be recorded on video for editing and playback. 	Alastair Carthew KAS Consultant Mr. Chhay Sophal Mr. Pen Bona Resource Person
10:15-10:30	Coffee Break	
10:30-12:00	Playback of videos of press conference with pauses. Feedback and discussion.	
12:00-13:30	Lunch	
13:30-15:00	Playback of videos of press conference with pauses. Feedback and discussion.	
15:00-15:15	Coffee break	

15:15-16:00	Summary of the findings and key recommendations by the experts	Alastair Carthew KAS Consultant
16:00-16:30	Closing remarks	H.E. Khieu Kanharith Minister of the Ministry of Information
16:30	<i>End of the Workshop</i>	