

1st Training Program
**“Strengthening Skills on Information, Communication and Public
Relation Work of the Capital/Provincial Administrations”**
December 13-14, 2011
Phnom Penh Hotel

Day I: Tuesday 13 December, 2011

07.30-08.00: Registration

08.00-08.20: **Opening Session**

Welcome Remarks

Mr. Denis Schrey, Country Representative, Konrad-Adenauer-Stiftung

Opening Remarks

H.E. Khieu Kanharith, Minister, Ministry of Information

08.20-09.00: **“Participants’ Expectations and short Presentation of the Capital/
Provincial Spokespersons’ Roles & Functions”**

Facilitator: Mrs. Ruth Gruber, Consultant, D&D

Presenter: Mr. Sok Sothy, Chief of the Training and Capacity Building
Department, Ministry of Interior

09.00-10.00: **“Assessment on the actual Situation of the Information Officers in
the Capital/Provinces”**

Facilitator: Mr. Sok Sothy, Chief of the Training and Capacity Building
Department, Ministry of Interior

10.00-10.15: Coffee Break

10.15-12.00: **“Effective Communication”**

Facilitator: Mr. Chhay Sophal, Education Officer, CCJ

Presenter: Mr. Meas Kimsuon, Director of the Media Training Center,
Ministry of Information

12.00-13.30: Lunch at the Hotel

13.30-14.15: **"Effective Communication" (Continued)**
Group Work

Facilitator: Mr. Chhay Sophal, Education Officer, CCJ

14.15-14.45: **"Presentation of the Group Work"**

Facilitator: Mr. Chhay Sophal, Education Officer, CCJ

14.45-15.15: **"Summaries of the Topics and Question and Answer"**

Facilitator: Mr. Chhay Sophal, Education Officer, CCJ

15.15-15.30: Coffee Break

15.30-16.15: **"Communication in Crisis"**

Facilitator: Mr. Chhay Sophal, Education Officer, CCJ

Presenter: Mr. Meas Kimsuon, Director of the Media Training Center,
Ministry of Information

16.15-17.00: **"Participants' Review"**

Facilitator: Mr. Chhay Sophal, Education Officer, CCJ

End of Day I

Day II: Wednesday 14 December, 2011

08.00-09.00: **"Effective Work with the Media"**

Presenter: Mr. Chhay Sophal, Education Officer, CCJ

09.00-09.45: **"Group Work"**

Facilitator: Mrs. Ruth Gruber, Consultant, D&D

09.45-10.15: Coffee Break

10.15-10.45: **"Effective Work with the Media" Continue**

Facilitator: Mrs. Ruth Gruber, Consultant, D&D

- Presenter: Mr. Chhay Sophal**, Education Officer, CCJ
- 10.45-12.00: **"The Use of Press Releases and Press Conferences"**
- Facilitator: Mrs. Ruth Gruber**, Consultant, D&D
- Presenter: Mr. Chhay Sophal**, Education Officer, CCJ
- 12.00-13.30 Lunch at the Hotel
- 13.30-14.00: **"Exclusive Interviews for Media"**
- Facilitator: Mr. Meas Kimsuon**, Director of the Media Training Center, Ministry of Information
- 14.00-14.30: **"Presentation of the Group Work Results and Discussion"**
- Facilitator: Mr. Meas Kimsuon**, Director of the Media Training Center, Ministry of Information
- Mr. Chhay Sophal**, Education Officer, CCJ
- 14.30-15.00: **"Tools to provide Information directly to Citizens"**
- Group Work**
- Facilitator: Mrs. Ruth Gruber**, Consultant, D&D
Mrs. Oum Syvan, Program Manager, KAS
- 15.00-15.15: Coffee Break
- 15.15-15.45: **"Tools to provide Information directly to Citizens" (Continued)**
- Presentation of the Group Work Results and Discussion**
- Facilitator: Mrs. Ruth Gruber**, Consultant, D&D
Mrs. Oum Syvan, Program Manager, KAS
- 15.45-16.05: **"Communication Plan"**
- Presenter: Mr. Meas Kimsuon**, Director of the Media Training Center, Ministry of Information
- 16.05-16.20: **"Assessment on Training Needs of the Information Officers"**
Group Work

Facilitator: Mr. Sok Sothy, Chief of the Training and Capacity Building
Department, Ministry of Interior

16.20-16.45: **"Presentation of the Group Work Results and Discussion,
Agreement on the next Training Activities"**

Facilitator: Mr. Sok Sothy, Chief of the Training and Capacity Building
Department, Ministry of Interior
Mrs. Ruth Gruber, Consultant, D&D

16.45-17.00: **Closing Remarks**

Mr. Denis Schrey, Country Representative, Konrad-Adenauer-Stiftung

