



STRATEGIC COMMUNICATION WORKSHOP FOR THE UNITED NATIONS COMMUNICATION GROUP (UNCG) IN KUWAIT.

Workshop Report
13 Oct 2020

BACKGROUND, AGENDA AND SPEAKERS

MAIN FLYER



CONCEPT NOTE – UNCG KUWAIT

Strategic Communication

WORKSHOP



Starting Sep. 17

4 Sessions



UN75 SHAPING OUR FUTURE TOGETHER
2020 AND BEYOND



The Center for
Development
Communication

CONTEXT

In order to enhance UN communication efforts in the country it is proposed to build skills of UN Communication Group Members to be able to carry out strategic communication tasks and help make the UN better known as an effective partner to accompany Kuwait in its progress towards Agenda 2030 and Vision 2035 that seeks to transform Kuwait into a financial and trade center, attractive to investors, and achieve human resource development as well as balanced development.

UNCG members have varying levels of skills in communication and are mainly focal points with communication as one of their tasks. A learning event (virtual) is proposed to build the capacity and help build the team to carry on with important tasks related to positioning the UN and its related agencies as important partners for Kuwaitis as the country goes forward with its Kuwaiti National Development Plan.

The learning event should be as participatory and hands-on as possible (in spite of the virtual nature) and provide ample opportunity to work on a simulation of a real-life situation for the country. This could be planning for a major event (such as UN Day), Programmes within the Strategic Partnership Framework or working on the UN75 campaign.

BENEFICIARIES

It is proposed that around twenty participants would attend the virtual event. Our understanding is that they are mainly support staff whose jobs includes tasks other than communication.



Starting Sep. 17
4 Sessions



PARTICIPANTS WHO ATTEND ALL FOUR SESSIONS WILL RECEIVE A CERTIFICATE OF ATTENDANCE SIGNED BY CDC AND THE UN.

PRE-REQUISITES

- 01 Participants will ensure that internet speed is a minimum of 1.5 MBPS.
- 02 Participants will download the latest version of zoom on their laptop or desktop.
- 03 Participants will use a laptop or desktop and avoid using a smartphone.
- 04 Participants must enable audio and video for all the sessions as sessions deal with communication and feedback.




Starting Sep. 17
4 Sessions

TRAINING STRATEGY

It is proposed to hold **4 on-line events** spaced out over a **four-week period**. This will provide ample time for participants to work on practical exercises related to the training content and selectively share results with other participants as time and technology will allow.

Topics covered in the training would include:

- 01 Designing the Communication strategy
- 02 Defining the Audience and the Communication Objective
- 03 Team building exercise for the UNCG members
- 04 Writing an Effective Press Release/ oped, and developing messaging or actual content (Message Design Laboratory)
- 05 Engaging and Building Bridges with the Media
- 06 Telling stories/ success stories
- 07 Effective presentation

 **Starting Sep. 17**
4 Sessions

SPEAKERS



Dr. Tarek El Sheikh

Representative of the UN Secretary-General & Resident Coordinator to State of Kuwait



Carolina Azevedo

Chief, Communications and Results Reporting DCO (TBA)



Janos Tisovszky

Chief Information Centres Service, DGC (TBA)

TRAINING TEAM



MONCEF M. BOUHAFI
Team leader

Mr. Moncef Bouhafa is a strategic communication expert with more than three decades of experience in the field of communication; he is currently director and founder of the Center for Development Communication.




GWEN ROBINSON
Chief Editor

Gwen Robinson is Senior Fellow at the Institute of Security and International Studies at Chulalongkorn University in Bangkok, specializing in Myanmar and the surrounding ASEAN region, and is Chief Editor of the Nikkei Asian Review (<http://asia.nikkei.com/>), an English-language website and weekly journal of Asian affairs published by Japanese media group (and owner of the Financial Times) Nikkei Inc.



DOUGLAS SMITH
TV News producer

With five Emmy Awards, Mr. Smith has a proven track record of excellence as a television news producer, editor and also educator and trainer. In his 25 year career at CBS News he produced hundreds of reports, ranging from interviews with US presidents to profiles of world-famous musicians, artists, and authors as well as coverage of such issue-driven stories as prison overcrowding, art fraud and climate change.

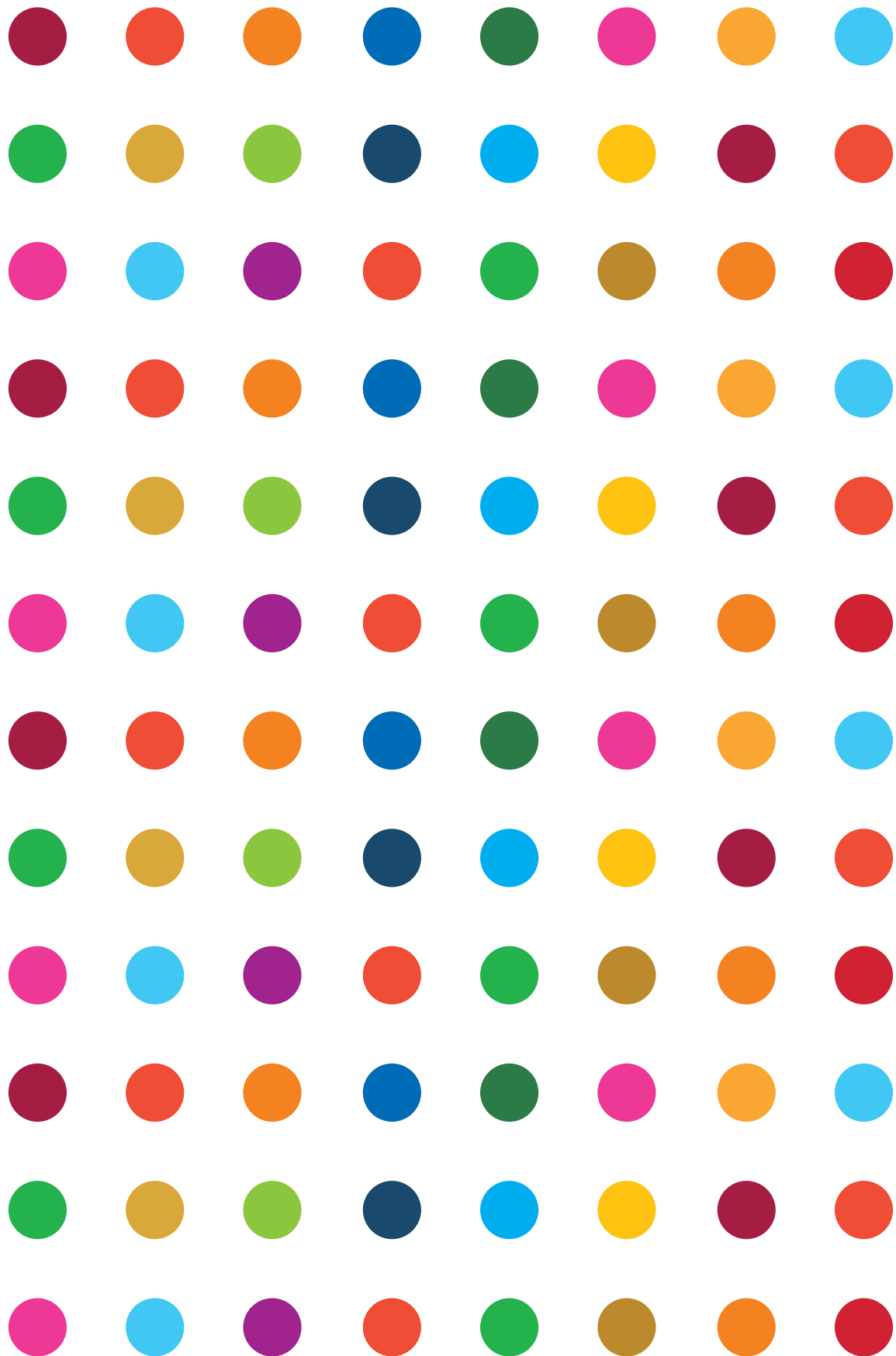
 **Starting Sep. 17**
4 Sessions

PROPOSED AGENDA

Date	Time	Topic
Sep 17, 2020	14:00	Remarks and Intro by Tarek Elsheikh, UNRC Kuwait Remarks by Carolina Azevedo, Chief, Communications and Results Reporting DCO (TBA) Remarks by Janos Tisovszky, Chief Information Centres Service, DGC (TBA) Com. Expert: Icebreaker - Learning Overview (MB)
	14:30	Designing a communication strategy - with discussion
	15:30	Introduction of Workshop Themes or Scenarios and presentation on UN75
	16:00	Short energy break
	16:15	Defining Audiences and Objectives - Presentation and Video
	17:15	Participants began work on defining audiences for each scenarios
	18:00	Presentation of "homework for interim"
Sept 24, 2020	14:00	Recap of Audiences and Objectives (4 short presentations)
	14:45	Designing Messages - Presentation and applying to a sample
	15:45	Overview of a Press Release and sharing best and worst practices
	16:45	Energy Break
	17:00	Writing the lead for a press release and using the Gunning Fog Index to improve clarity and comprehension. Giving assignments for the following week

PROPOSED AGENDA

Date	Time	Topic
Oct 1, 2020	14:00	Review Leads from last week and provide feedback Media Landscape in Kuwait
	15:00	Building Bridges with the Media - CDC Associate with discussion
	16:00	Energy Break
	16:15	Telling Stories - a mindful approach including what is a story with examples - CDC associate with Team Leader?
	17:15	Selected Participants attempt story telling approach (volunteers) about some aspect of their work.
Oct 8, 2020	14:00	Review of Team Building Assignments - What makes effective teams?
	15:00	Mindful and Persuasive Presentations
	16:00	All participants make a 30 second elevator pitch on one topic - Who I am? What I do? My biggest achievement?
	17:30	Workshop Conclusion - Key Learning Points. Closing Remarks UNRC office and or UNIC Director



INTRODUCTION

A four-session learning event was conducted for the United Nations in Kuwait by the Center for Development Communication from 17 September to 8 October 2020.

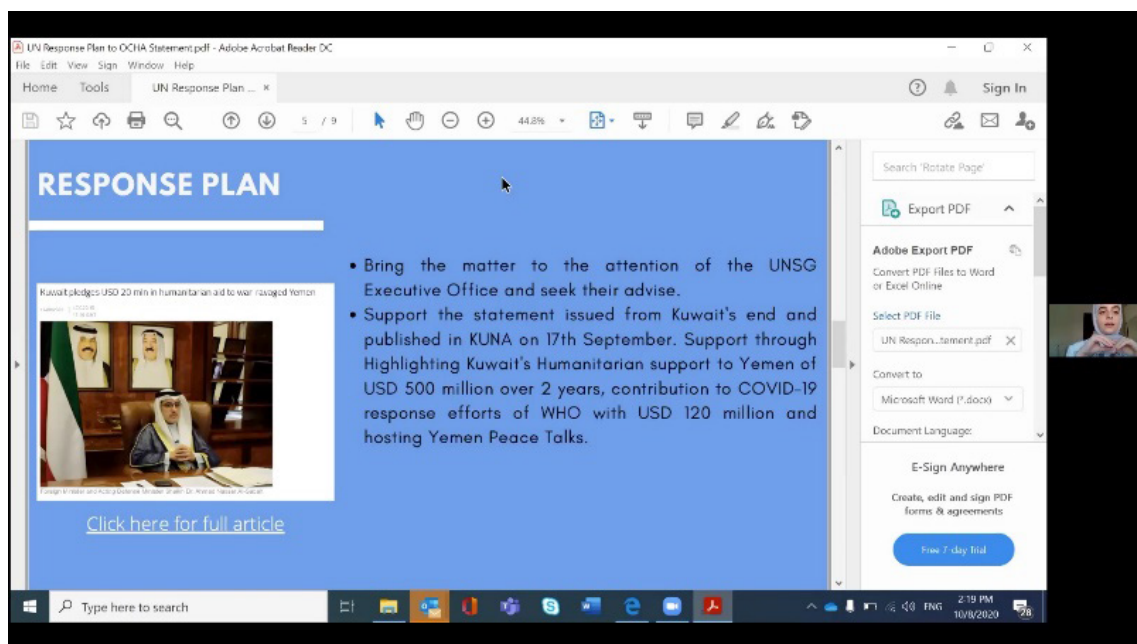
Workshop Objectives were:

1. To know the five steps of strategic communication and be able to apply them for strategy development in Kuwait.
2. To acquire new skills in formulating messages and delivering them to key audiences.
3. To share experiences with colleagues in developing coordinated approaches to communication. Designing the Communication strategy.

Topics covered in the training included

- Defining the Audience and the Communication Objective
- Team building exercise for the UNCG members
- Writing an Effective Press Release/ oped, and developing messaging or actual content (Message Design Laboratory)
- Engaging and Building Bridges with the Media
- Telling stories/ success stories
- Social Media (Do’s and Don’ts)
- Effective presentations

A blended learning approach with intersession exercises that helped participants apply the learning to real life scenarios proved useful even if somewhat challenging to handle given the virtual nature of the learning.



OVERVIEW

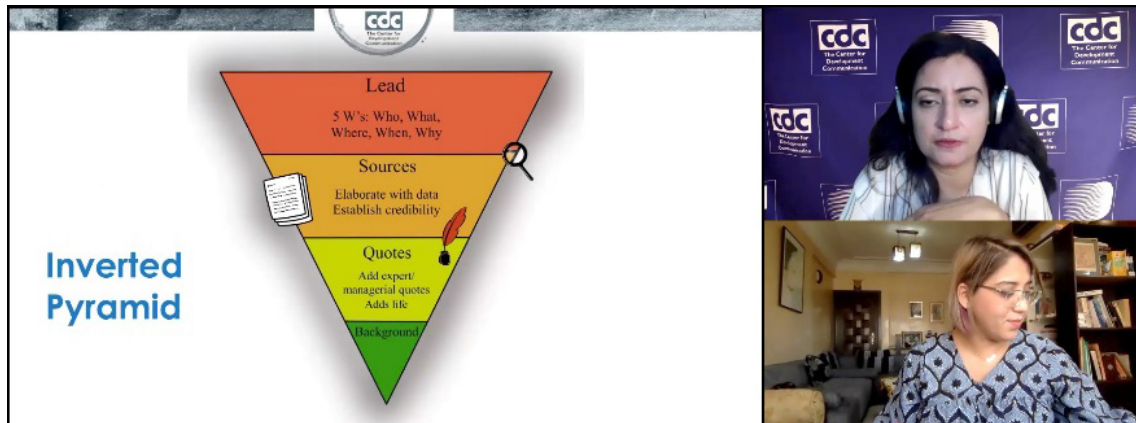
Opening the workshop, Dr. Tarek El Sheikh the Resident Coordinator for the UN System, emphasized the importance of communication to help achieve the Kuwait Strategic Cooperation Framework.

Janos Tisovszky from the UN's department of Global Communications called on the UNCG to review the global UN communication strategy that has recently been approved by the member states. Carolina Azvedo lauded the initiative in Kuwait and noted the trailblazing nature of this workshop – the first for a UNCG in the context of COVID.



The running story line for the workshop was the design and delivery of a communication strategy. The upstream portion focused on defining audiences, objectives, and messages. The participants were divided into four groups to address these strategy issues from a pro-active or a reactive perspective. A case study on migration was used as the basis for the exercises. After that participants focused on downstream portion of communication.

These sessions focused on writing an effective press release; building bridges with the media; using a story telling approach; building teams; using social media; and finally, presentations and public speaking.



First the participants transformed the key messages into a written document (press release or statement) and received feedback from the trainers. Then they looked at how media relations could be improved – using the five F’s approach. They worked on a real scenario to determine how as a team to go forward in the face of criticism of the government of Kuwait by a senior UN official.

Finally, participants learned effective presentation and public speaking techniques and eight participants volunteered to make an elevator pitch. They received written feedback from the team leader following the workshop. The daily schedules for the workshop are included with this report.



Figure 5 Workshop Outputs from Participants included message design for Kuwait on the issue of migration



At the end of the workshop participants were divided into two groups to start working a genuine communication strategy for Kuwait. These groups should start working soon and develop the communication frameworks for each result area in the KSCF. CDC has offered to provide pro-bono support in the early development stages.

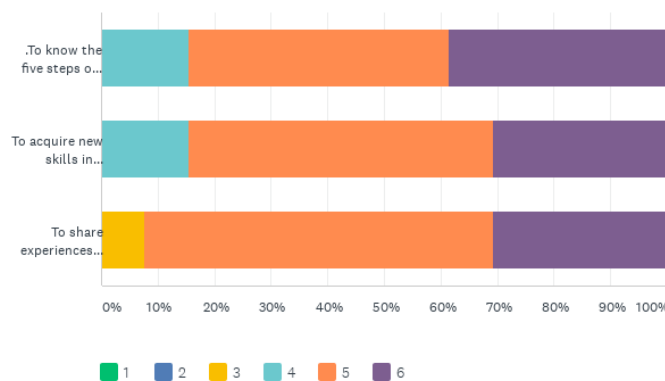
SUMMARY OF EVALUATION

Thirteen participants completed the on-line evaluation of the workshop. In general participants were very satisfied with the learning event. Here are some highlights from the evaluation.

Objectives

For the most part the objectives were met :

Q2 Please indicate the extent to which the workshop objectives have been achieved, on a scale of 1-6 where 1 is the low score and 6 is the high score.



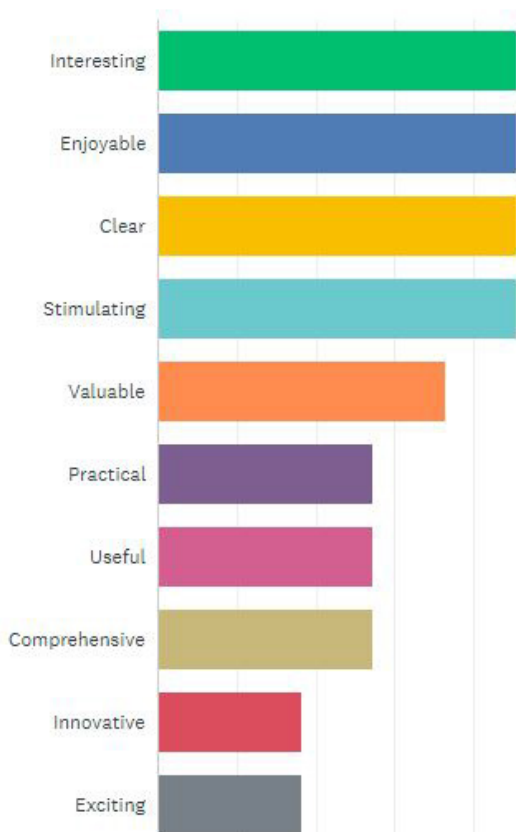
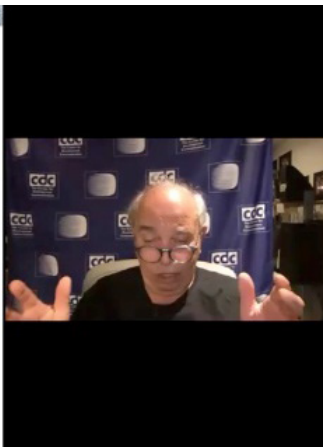



When asked to write one sentence about the workshop participants wrote:

- I really enjoyed this training workshop and found it very professional and well-structured and engaging.
- A useful and thought-provoking workshop that changed some of my perceptions about communication.
- A good learning experience.
- This workshop came at the right time for me due to my recent joining to UNEP and the communications team, and it has given me great start to start to take into considering the strategies learned and apply to my work.
- Nothing is impossible
- Thank you for your time and efforts... much appreciated
- it was a good learning experience.
- It was mind-opening workshop.
- Lucky to be part of this workshop.
- Thank you so much for this lovely experience to be introduces to great lecturers and also to engage with UN colleagues.

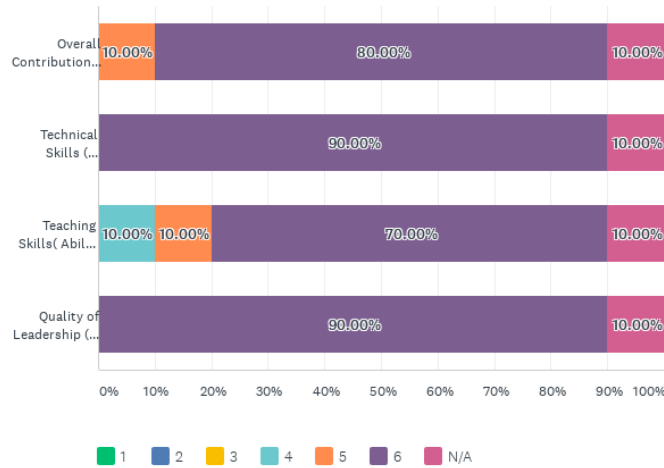
The following words were more often used to describe the learning experience:

Audience Matters

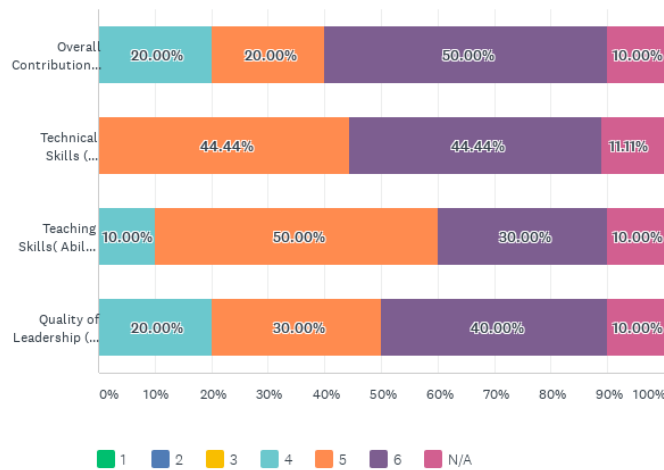
Well Targeted to young people - very successful messaging and campaigns (still running) **produced results**



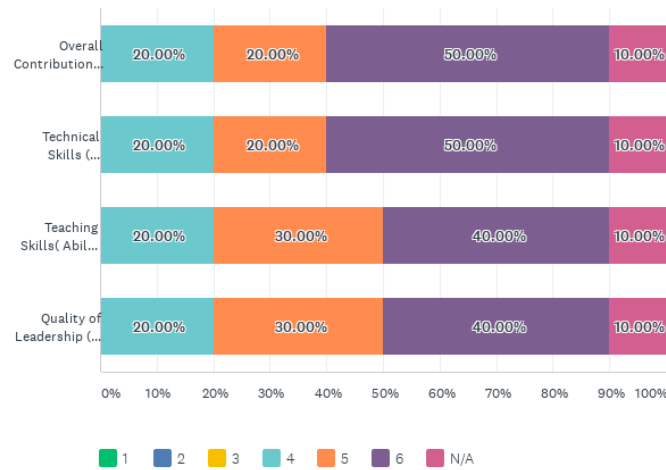
Q12 Moncef Bouhafa - please rate Moncef on the following 4 criteria. Please note that 1 is the low score and that 6 is the high score.



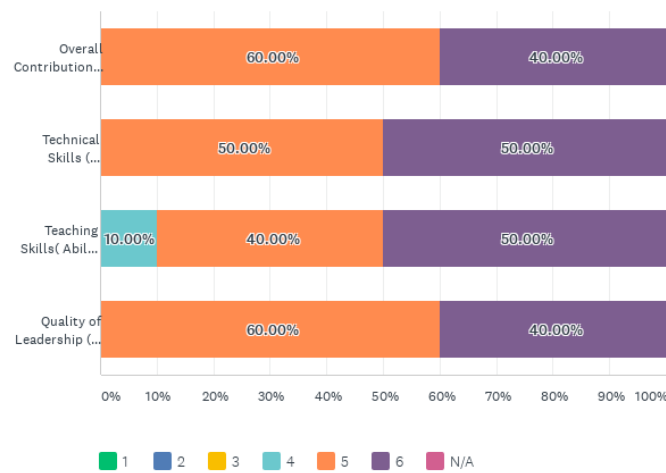
Q14 Saima Iqbal - please rate Saima on the following 4 criteria. Please note that 1 is the low score and that 6 is the high score.



Q13 Ignasi Centelles - please rate Ignasi on the following 4 criteria. Please note that 1 is the low score and that 6 is the high score.



Q15 Doug Smith - please rate Doug on the following 4 criteria. Please note that 1 is the low score and that 6 is the high score.



LIST OF PARTICIPANTS

Participants included:

RCO	Co-Chair RCO Com Officer	Asmae Aitssi
UNHCR	Member	Loulwah Tarkeet
OCHA	Member	Noor Al-Qattan
RCO	RCO Policy Asst	Alaa Shuaeb
UNICEF		Lina ELKURD
UNODC	Member	Yasmin Baydoun
UNFPA	Member	Shaima Aly
UNICEF	Member	Tatjana Colin
RCO	RCO M&E	Regina Orvananos
RCO	RCO Strategic	Sahar Shawa
UN-Habitat	Member	Ameera AlHassan
UNWOMEN	Member	Nourhan Elnagdy
UN Environment	Member	Nora Isayan
RCO	RCO Partnership	Cedric Neri
RCO	RCO Partnership	Zainab Qambar
OCHA	Member	Dana AlOthman
UNHCR	Member	Eman AlEinawi
ILO	Member	Dina Beheri
FAO	Member	Fatima Alkatheeri
UNESCO	Member	Guiomar Payo
IOM		Mayada Serageldin
RCO KSA	Guest	Sheema Baghabra
DGC	Guest	Celine Adotevi

Other Colleagues included:

UNIC	Member	Margo Elhelou
UN	Speaker	Carolina Azevedo
UN	Speaker	Janos Tisovszky
UN	Speaker	Tarek El Sheikh

CDC Resource Team included:

CDC	Social Media	Ignassi Centelles Santana
CDC	Team Leader	Moncef Bouhafa
CDC	Media Expert	Douglas Smith
CDC	Writing Coach	Saima Iqbal
CDC	Logistics Support	Khouloud Kebaili



UNITED NATIONS
State of Kuwait