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To the President of CARFU

Subject: Capacity building Forest Communications Workshop

Developing Strategic Communications in the Forest Sector

Dear Mr. Ismail Belen,

You are cordially invited to attend an international workshop on developing strategic communications in the forest sector organized under the aegis of the Forest Communicators Network by the Forestry Department of the Food and Agriculture Organization of the United Nations (FAO), in collaboration with the State Agency on Environmental Protection and Forestry under the Government of the Kyrgyz Republic and the Kyrgyz Association of Forest and Land Users (KAFLU), and with the financial support of the Government of the Republic of Austria and the Government of the Republic of Finland.

This important workshop will include representative from Eastern Europe, Caucasus and Central Asia and will be held in Issyk Kul, Kyrgyzstan from 4 to 6 July 2017.

The workshop is follow up event from a meeting of communicators and policy makers from the region, held in St Petersburg in 2016. Participants there identified improving capacity for communication strategy as a priority area for development. This workshop will be focused on that theme – building highly effective and realistic communication strategies. It is aimed at those who are responsible for planning and managing communications. It will bring together forestry communication professionals to work in an innovative and highly participatory way.

After the workshop, participants will be able to:

- understand and use vital analytical tools;
- understand and develop the components of the successful communication strategies;
- identify key audiences and messages;
- set clear objectives and outcomes and identify robust evaluation methods.

Participants will also be able to share their examples of the best practice and effective communication tools and techniques.

The workshop language will be Russian and English

We hope for an early reply, which can be sent by email to the secretariat of the organizing committee: Sanatbek Iuldashev sanatbekiuldashev@gmail.com

Yours faithfully,

Director General



Aitkul Burkhanov