Developing Strategic Communications in the Forest Sector
An Expert Workshop

4 – 6 July 2017

Bishkek, Kyrgyzstan

Facilitators:
Maria De Cristofaro, Forestry Officer (Outreach and Capacity Building), FAO
Ingwald Gschwandtl, Head of Department, Federal Ministry of Agriculture
Kai Lintunen, Head of International Communications, Finnish Forest Association

Tuesday 4 July			
9.00	1	Welcome	Host
9.10	2	Opening introductions	Maria De Cristofaro
9.20	3	Scene setting - Why communicate?	Ingwald Gschwandtl
9.30	4	Scenario familiarisation	Maria De Cristofaro
10.25		Coffee break	
10.40	5	Module 1 - Analysing the situation	Maria De Cristofaro
11.50	6	Module 2 - Setting Clear Aims and Objectives	Kai Lintunen
13.30		Lunch break	
14.30	7	Module 3 - Audiences - Who are we communicating with?	Ingwald Gschwandtl
17.00		Close	
Wednesday 5 July			
9.00	8	Module 4 - Creating messages that connect	Kai Lintunen
10.40		Coffee break	
11.00	9	Module 5 - Selecting effective communication channels	Maria De Cristofaro

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13.00		Lunch break	
14.00		Field Trip	

Thursday 6 July			
9.00	10	Module 6 - Techniques and Tactics	Ingwald Gschwandtl
9.30	11	Module 7- Creating timed communication plans	Kai Lintunen
9.45	12	Module 8 - Evaluation and review	Maria De Cristofaro
11.10		Coffee break	
11.30	13	Summary of workshop	Ingwald Gschwandtl
12.10	14	Close & certificates	Maria De Cristofaro

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