



Capacity Building in Effective Communications

28 - 30 October 2008
Fez, Morocco

5th Congress of Scientific Research Outlook in the Arab World

& Scientific Innovation
Sustained Development

Organized by



International Development
Research Centre

Centres de recherches pour le
développement international

مركز البحوث للتنمية الدولية (كندا)



Arab Science & Technology Foundation

Supported by



Enabling poor rural people
to overcome poverty

In Cooperation with



Ministry of National and Higher Education
Professional Training and Scientific
Research - Morocco

Workshop

Capacity Building in Effective Communications

Workshop Objectives:

This activity seeks to help the Information/Communication Officers to strategically communicate research results to key audiences, including the media, to increase awareness and use of research results. Specific objectives include helping participants to:

- 1 - Learn the basics of strategic communications.
- 2 - Share research results with key audiences/influencers.
- 3 - Understand media dynamics.
- 4 - Develop a strategic approach to media relations.
- 5 - Build and maintain relationships with journalists.

Components of the Communications Training Workshop

Training will include the following components:

- 1 - Creating and implementing communication strategies.
- 2 - Developing communication tools that can be used effectively with different audiences, with special emphasis on the media.
- 3 - Building and maintaining relationships with the media, understanding its dynamics, and providing what journalists are looking for.
- 4 - Establishing an open communication channel between Information/Communication Officers so as to maximize communications efforts.

Expected Outputs

- 1 - Training material on successful ways to communicate research results to key audiences/influencers.
- 2 - List of Information/Communications Officers in research organizations that may constitute a network of communication practitioners so as to facilitate sharing experiences and knowledge amongst the group and to maximize communications efforts.
- 3 - List of regional media representatives.
- 4 - A Training Workshop Report.

Expected Outcomes

- 1 - Improved communications and collaboration between Information/Communication Officers in research organizations and the Arab media.
- 2 - Creation of a network of Information/Communication Officers in research organizations that enhances the exchange of experiences and know-how.
- 3 - Maximized impact of research results.



Participants

Participation in this training workshop is limited to a select group identified by the sponsors of this workshop, namely, IFAD and IDRC. This group constitutes Information/Communication Officers working in rural and agricultural development projects supported by IFAD and those working in research organizations supported by IDRC. Participation is by invitation only.

Working Languages:

Official Language: Arabic
Second Language: French

Date & Venue:

28 - 30 October 2008, Fez -Morocco

Logistical Information

Organizers will inform participants of any technical and logistical requirements for the workshop.

About the Organizers

The International Development Research Centre (IDRC) is a public corporation created by the Parliament of Canada in 1970 to help developing countries use science and technology to find practical, long-term solutions to the social, economic, and environmental problems they face. Support is directed toward developing an indigenous research capacity to sustain policies and technologies developing countries need to build healthier, more equitable, and more prosperous societies. Find out more about IDRC on the web at www.idrc.ca

The International Fund for Agricultural Development (IFAD) is an international financial institution and a specialized United Nations agency dedicated to eradicating rural poverty. It is a global partnership between member states of the Organisation for Economic Co-operation and Development (OECD), the Organization of the Petroleum Exporting Countries (OPEC) and other developing countries. Working with rural poor people, governments, donors, NGOs and many other partners, IFAD empowers rural communities to lead their own development. By focusing on country-specific solutions, IFAD helps increase rural poor people's access to financial services, markets, technology, land and other natural resources. Since starting operations in 1978, IFAD has invested almost US\$10 billion in low-interest loans and grants that have helped more than 300 million very poor rural women and men increase their incomes and provide for their families in 115 developing countries and a territory. Its multilateral base provides a global platform to tackle important policy issues and draw attention to the centrality of rural development in meeting the Millennium Development Goals.

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