

Title	Getting the Message Across: Communication Strategies for the Digital Age
Organizer	The Center for People and Forests (RECOFTC)
Type of event	Workshop
Venue	Room 302
Date/Time	Monday, June 17; 08:30-17:00 Thursday, June 20 (field trip); 07:00-12:00 and 13:00- 17:00 (workshop)
Event description	
<p>Would you like to influence and change perceptions around Forest management through your communications? Would you appreciate some the tips for getting journalists to accurately convey your messages to audiences? Would you like to develop some practical, up to date communication skills? Getting the message across to the right people contributes greatly to prioritizing the role of forests in economic and social development. Sometimes it's the application of some simple but effective approaches to communication that can make all the difference. Our hands-on, practical training will equip you to talk and work with media experts, provide you with key knowledge and immerse you in an experience that you can use to influence and lead others with. As part of this state-of-the-art training, learning is applied through a field trip into the forest, simulating the experience of journalists and demonstrating how this experience, plus the theoretical tools can be used to get your message across.</p>	