

Communication Workshop at Birzeit University, West Bank, Palestine

8 & 9 January 2018

Schedule of Version 1 (tentative programme)

	Monday, 8 January 2018	Tuesday, 9 January 2018
09.00-09.15	Welcome, intro and programme	Social media: introduction / how do they work / specific social media in the Arab-speaking world
09.15-09.30	Communication strategies: How does it work? How to approach such a strategy?	
09.30-09.45		Case work: social media strategy (3 groups for 3 cases)
09.45-10.00		
10.00-10.15	Coffee break	Coffee break
10.15-10.30	Case work: communication strategy for sports clubs: 3 groups for 3 cases (sports to be determined)	Presentation and discussion of strategies / findings re social media cases
10.30-10.45		Communication monitoring: case study Russia 2018
10.45-11.00		
11.00-11.15	Presentation and discussion of strategies / findings re cases	Lunch break
11.15-11.30		Lunch break
11.30-11.45		
11.45-12.00	Case study: Russia 2018 World Cup Bid communication strategy	Communication planning: from strategy to action
12.00-12.15		Case work: communication plans with action items
12.15-12.30		
12.30-12.45	Media Relations	Presentation and discussion of action plans
12.45-13.00	Coffee break	Coffee break
13.00-13.15		Input and discussion: Media Relations in Palestine / Middle East / Asia
13.15-13.30	Input and discussion: International communications - common features and differences	
13.30-13.45		Crisis communications
13.45-14.00	Networking between leagues and federations	
14.00-14.15		Conclusion and Round-up of Workshop
14.15-14.30	Conclusions and Round-up of Day 1	
14.30-14.45		Conclusion and Round-up of Day 1
14.45-15.00	Conclusion and Round-up of Day 1	
15.00-15.15		Conclusion and Round-up of Day 1
15.15-15.30	Conclusion and Round-up of Day 1	
15.30-15.45		Conclusion and Round-up of Day 1
15.45-16.00	Conclusion and Round-up of Day 1	