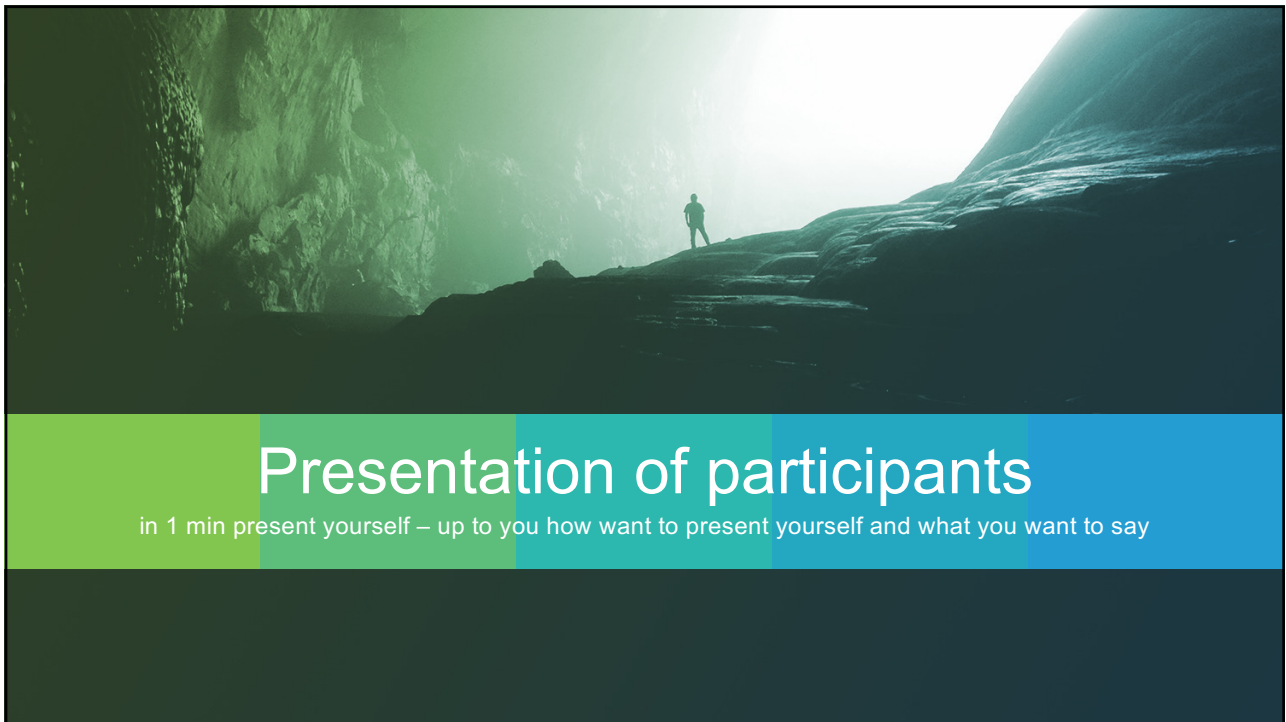




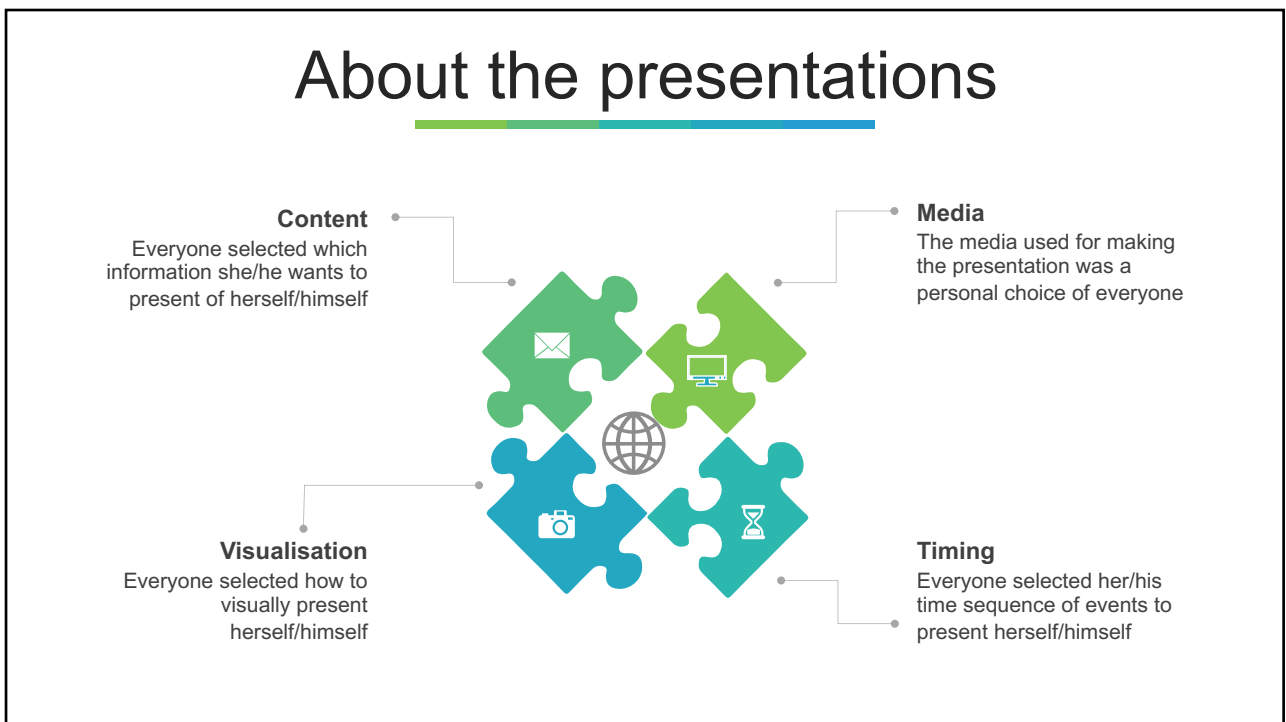
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4

We want to achieve:



- Equip young leaders with essential communication skills
- Develop a strong understanding of target audience
- Build a robust communication strategy
- Master the art of message crafting and delivery
- Understand the role of media in shaping public opinion

5

So what was this all about?



6

Changing face of media



- Traditional media landscape (newspapers, TV, radio)
- The rise of digital media (websites, social media, online news)
- Impact of 24-hour news cycles and breaking news and messaging
- Importance of visual content (videos, images)



7

Let's make



Your favorite social media

Select your favorite social media profile



8

Impact of social media



- Social media shaping public opinion
- Importance of different platforms (Facebook, Twitter, Instagram, TikTok)
- Use social media for audience engagement
- Discuss the challenges of social media (fake news, trolls)

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Understanding the electorate

- Public opinion and its impact on elections
- Concept of public opinion polls
- Importance of listening to constituents
- Connect with voters on an emotional level

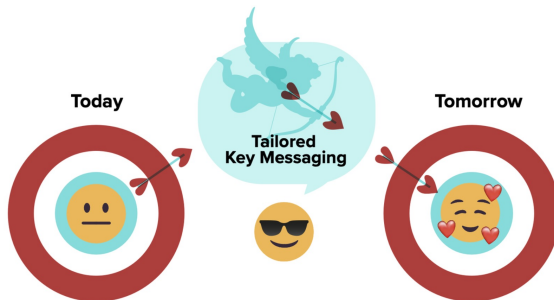
Are you listening?



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Target Audiences

- Importance of audience segmentation
- Demographic and psychographic factors
- Target audience profiles
- Tailored messaging



Each target audience's current perceptions and actions inform your *Key Messaging*, which, in turn, transforms what they think and do tomorrow.

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Clear and Compelling Message

- A key message
- Simplicity and clarity
- Identifying core values and beliefs
- Consistent message



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Messaging points

- Identify key issues
- Develop talking points
- Evidence and data to support claims
- The art of framing messages

EXAMPLE OF A
Basic Messaging Matrix

AUDIENCE	CHANNEL	CHANNEL	CHANNEL	CHANNEL
Audience 1	[Insert Message]	[Insert Message]	[Insert Message]	[Insert Message]
Audience 2	[Insert Message]	[Insert Message]	[Insert Message]	[Insert Message]
Audience 3	[Insert Message]	[Insert Message]	[Insert Message]	[Insert Message]
Audience 4	[Insert Message]	[Insert Message]	[Insert Message]	[Insert Message]

CoSchedule

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Storytelling

- The power of storytelling
- Different storytelling techniques (personal anecdotes, case studies)
- Importance of emotional connection
- Any successful political storytelling?





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Story and Narrative


A story is a communicative act


- Authoring a story means having something to say
- Making form, content and structure work together to convey it
- The more elaborate the form the more expressive the potential





STORY





NARRATIVE

Narrative is the basic form of human experience

- Any event can be turned into a narrative
- Fundamental mental representation

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From Story to Narrative

Some basics

Narrative turns story into information, or better, into knowledge for the recipient. Narrative is therefore responsible for how the recipient perceives the story. The difficulty is that story, like truth, is an illusion created by narrative.

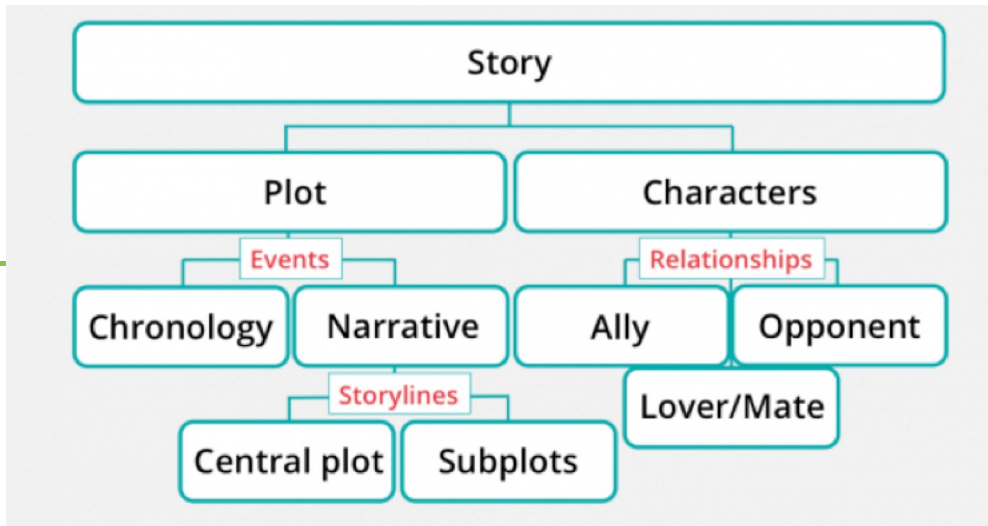
Varying narratives
One and the same story may be told in different ways



- Story**
Consists of narrated events
- Events**
Consist of actions carried out by some characters
- Characters**
They are motivated, they have reasons for the things they do
- Conflict**
There is conflict involved

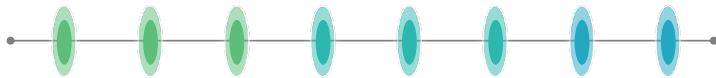
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Components of a Story



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Story vs. Narrative



It's the way you tell it.

A narrative may present the events of the story in linear, that is to say chronological order or not.

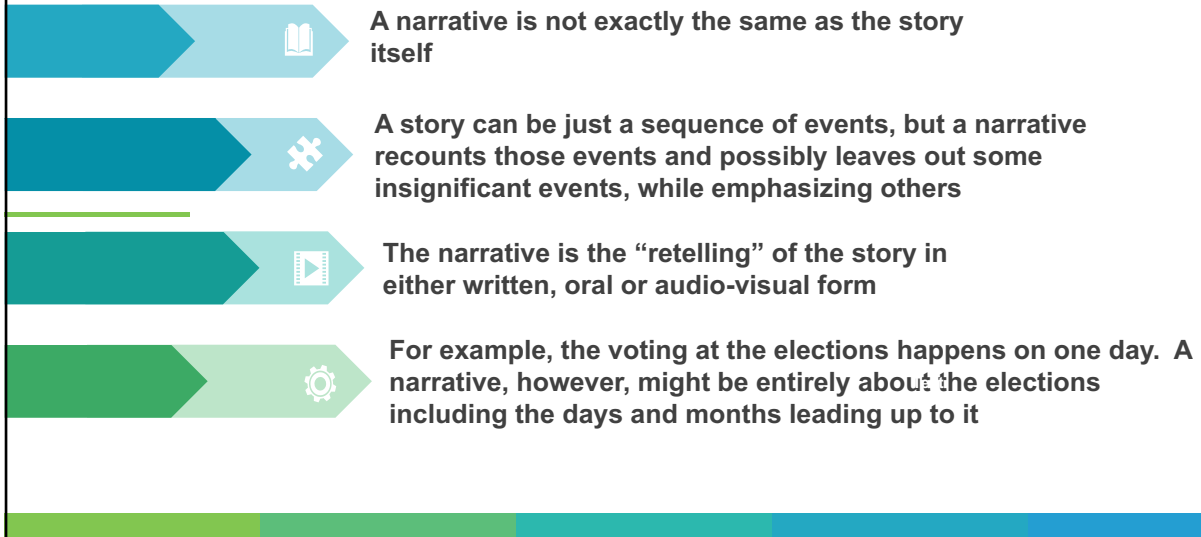
But the story remains the story – even if it is told backwards.

Easy way to remember the difference between story and narrative:

if you reshuffle the order of events, you are changing the narrative – the way you tell the story –, and perhaps its premise too, but you are not changing the story itself.

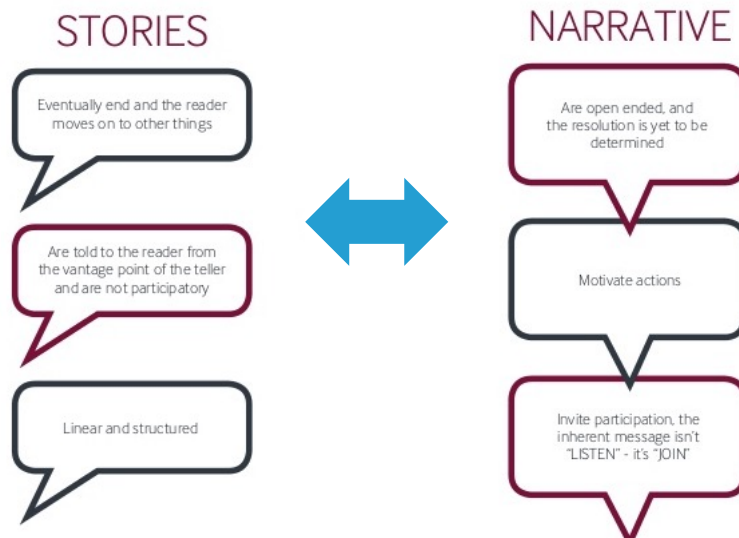
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Narratives vs. Stories



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The Difference



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Art of Persuasion

- Principles of persuasion (ethos, pathos, logos)
- Credibility and trust
- Emotional appeals
- Use logical arguments



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Build YOUR Brand

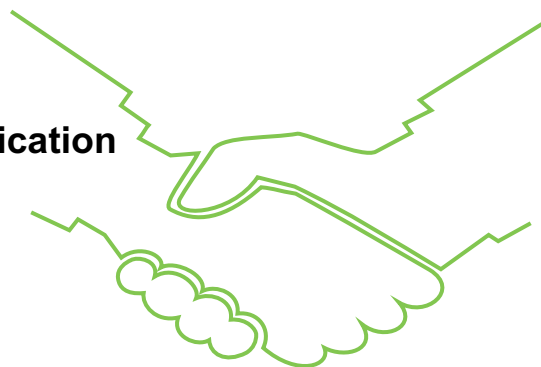


- Personal branding
- Importance of authenticity
- Values and vision
- Essential: consistency
- Strong online presence
- Manage reputation

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Media Relations

- **Cultivate media contacts – it is about win-win partnership**
- **Master Media Interview**
- **Be prepared for crisis communication**
- **Be transparent and honest**



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Invest in Public Speaking

- **Overcoming Stage Fright – Train and Prepare**
- **Deliver Impactful Speeches**
- **Body language and nonverbal communication**
- **Storytelling – how you tell them matters, we all have emotions**



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Practical excercises

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