Development Communication and Reporting – Messages, Messengers and Methods!

20th March 2020
10:00 AM to 5:00 PM

Session Outline			
Time	**Topic**	**Facilitation Method**	**Learning Outcomes**
10:00	Setting the Tone	-	Outline course structure and day plan
10:15		Visual Categorization (Icebreaker)	Gain insights into participant knowledge levels
10:30	Defining 'Communication for Development (C4D)'	Presentation	Provide theoretical definitions
10:45	Importance of C4D	Case Study Review	Understand how C4D facilitates social impact and organizational missions
11:15	Break		
11:30	Collecting 'usable' data, for evidence building and communication	Presentation / Q&A/ Worksheets	Introduce participants to concepts of research questions, sampling, research tools (participatory methods), indicators, analysis, reporting and utilization
13:00	Lunch		
13:30	Best Practices in C4D in the Indian social development ecosystem	Presentation	Types and forms of reporting, messaging and messages, leveraging the potential of social media
14:00	Tool box of resources	Presentation	Orientation to online data visualization tools
14:30	Institutionalizing documentation and communication	Presentation / Q&A/ Worksheets	Understand issues with documentation, reporting and communication and provide practical to overcome challenges
15:00	Build your 'Impact Story'	Group Work and presentations	Based on learning, participants will apply taught course content, using data visualization tools and methods of communication
16:30	Reflection Exercise and Wrap-up	Think-Pair-Share 'AHA' Moment	Prepare a chart representation of key 'takeaways' of the training