



DRAFT AGENDA

Thursday, 14 March

Venue: Parliamentary Assembly of Bosnia and Herzegovina, Trg BiH 1, Sarajevo

Time	Activity/Subject	Featuring
8:00 – 8:30	Registration and Welcome Coffee	
8:30 – 8:45	High-Level Program Introduction	TBA
8:45 – 9:30	The Digital Future – Why You and Your Boss Should Care An overview of the digital media information landscape revolution and how it has transformed the work of government communicators	TBA
9:30 – 10:15	Digital Rhetoric – What One Can Learn About the Future of Communication from the Past An overview on how to use the earliest forms of persuasive theory, developed by Aristotle and Cicero, in developing effective, engaging messaging in the digital space	TBA
10:15 – 10:45	Coffee Break	

10:45 – 12:15	Making Digital Work for Communication – Developing Effective Messaging Campaigns A hybrid lecture/activity on the step-by-step process for formulating and executing digital messaging campaigns, as informed by communications theory experts, including Bernays and Cialdini	TBA
12:15 – 12:30	Q&A	
12:30 – 13:30	Light Lunch	
14:00 – 19:00	We would be available for a number of afternoon consultations with representatives from participating Ministries, during which they can address particular problem sets that may not be of value to the entire groups. Book a consultation at: ingrid.omahna@cep.si Venue to be decided	

Friday, 15 March

Venue: Parliamentary Assembly of Bosnia and Herzegovina, Trg BiH 1, Sarajevo

Time	Activity/Subject	Featuring
8:00 – 8:30	Registration and Welcome Coffee	
8:30 – 8:45	Facilitator-Led Program Introduction	TBA
8:45 – 9:30	Digital Disinformation Lecture An Examination of past and contemporary disinformation practices – specifically how malign information agents have hacked communication structures and cognitive systems, and what we can do to counter their efforts.	TBA
9:30 – 10:00	Lecture on Influencer Coordination /Marketing Digital communication channels are most effective when utilized as two-way streets. This brief presentation will address how governments can break out of the habit of using social media as a monologue, and look at how dialogues might be better suited to advancing policy messaging goals	TBA
10:00 – 10:30	Coffee Break	

10:30 – 11:15	Conversation with Digital Influencer A digital media influencer will provide participants with insights drawing from their experiences building a presence on social media, as well as provide examples for how public sector communicators can best connect with audiences, as well as partner with local producers in order to expand their reach.	TBA
11:15 – 11:45	Conversation about Systematic Challenges	TBA
11:45 – 12:15	Building a Network for the Future – Embracing Collaboration A group discussion on developing best practices to advance strategic digital communications and counter disinformation – and building the necessary capacities to address challenges	TBA
12:15 – 12:30	Q&A	
12:30 – 13:30	Light Lunch	
14:00 – 18:00	We would be available for a number of afternoon consultations with representatives from participating Ministries, during which they can address particular problem sets that may not be of value to the entire groups. Book a consultation at: ingrid.omahna@cep.si Venue to be decided	