



This flyer presents one of three practical workshops put on during the Future Forum for key EUDiF stakeholders.

Institutional foundations for communicating with diaspora



CONTEXT

Communication with diaspora is a recurrent subject of interest for governments as a cornerstone of impactful engagement. Very often different parts of government conduct outreach and communication with diaspora according to their respective mandates. There is potential to improve the return on outreach by streamlining and consolidating communication.

The first step is to assess institutional communication capacities, objectives and experience.

LEARNING OBJECTIVES

In this practical workshop, participants will discuss diaspora-communication principles and be provided with a scalable Communication Capacity Assessment Tool (CCAT).

The workshop leader will present the four CCAT sections and guide the group through the first section (institutional communication capacities) in detail, providing instructions on how to use the tool to plan and execute communication with diaspora.

The CCAT is designed to be scalable according to institution size and for use at either strategic planning level, or for preparing communication around a specific topic or service.

Communication Capacity Assessment Tool

1. Institutional communication capacities
2. Building coherent government communication
3. Identifying partners in the ecosystem
4. Audience segmentation and differentiated content creation

- ✔ Free to takeaway
- ✔ Instructions included
- ✔ Scalable
- ✔ English & French

WORKSHOP FORMAT

(tentative)

14:30 - 16:30

- Communication principles
 - CCAT introduction
 - Using CCAT section 1
 - Diaspora communication practicalities & tips

Communication expert

With over 20 years of experience in communications across public and private sector, Reina brings a wealth of knowledge in communication, from strategy to content creation and impact analysis.

Reina Angoujard

Diaspora professional

A global citizen and member of the Lebanese diaspora in France, Reina's intercultural awareness, language skills and personal experience bring incredible value to diaspora communication; she has been instrumental in a recent EUDiF action in which the diaspora support tech companies in Lebanon to expand into France.

WORKSHOP LEADER

