



Trade union communication skills workshop

November 7, 2013
JALGO Headquarters, Kingston, Jamaica

Draft programme

- 9:15 am**
- Welcome
 - Introductions and workshop aims
 - Some essential tools to boost productivity
- 10:30 am**
- Your union's communications and media policy
You need guidelines and you have to write them down.
 - ... and what's the strategy?
So how will you get things done?
 - Remember, structure follows strategy
Secretariat and membership structures must support your strategy(ies)
 - Your visual identity
How does your union look? Do you like what you see?
 - What is your message?
- 12:00 noon**
- Your online presence – what is it?
So you want to use ICT? Why? What's the intent? What's your plan?
 - ... and how will it look?
Yes, we're talking about visual identity again
- 1:00 pm** **LUNCH**
- 2:10 pm**
- The social media bandwagon
 - But what about websites, blogs and e-mail?
- 3:15 pm**
- Putting it all together
- 4:30 pm**
- Wrap up and
 - ... what happens next?
- 5:00 pm** **END OF WORKSHOP**

*There won't be scheduled breaks for coffee, tea, juice
Participants are free to get coffee, tea, juice, water as they need them.*