

ADVOCACY, COMMUNICATION & ARTIFICIAL INTELLIGENCE (ACAI)

The complete Advocacy, Communication, and Artificial Intelligence Training for Development and Humanitarian Professionals

TABLE OF CONTENT

What is ACAI?

Who is the training for?

What does this training comprise?

About the Trainer



WHAT IS ACAI?

Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. All organisations undertake advocacy, sometimes in form of robust campaigns, as part of their mandate or to help them promote their values, ideals, reports, recommendations, or the achievement of the SDGs.

An organisation that wishes to effect change can benefit enormously from sharing KEY messages EFFECTIVELY across multiple platforms. This helps the institution to achieve its goals by impacting decision makers, rallying stakeholders, and meeting the demands of its donors, while attracting new ones. It can also help to inform the public of the organisation and its purpose, as well as position the brand. Internally, it boosts the morale of staff and helps improve the quality of operations and staff retention.

Communication and advocacy are closely linked: one cannot engage in any form of advocacy without some communication, and most communications are targeted at influencing opinions and decisions. This interrelatedness has resulted in the coinage of the term advocacy communication, intersecting both areas.

Artificial Intelligence has been in the works for some time, but has recently become indispensable to all tasks within the organisation, including messaging, audio-visual design and distribution. copywriting as well as general task scheduling and implementation. Today, the ability of organisations to compete and survive in a fast evolving advocacy and communication space is heavily reliant on their understading and application of AI tools.

HOW WILL IT BENEFIT YOUR ORGANISATION?

This one-week training covers all aspects of advocacy communication planning and strategy.

In a fast evolving communication landscape, this training will arm you with the knowledge and the skills required to prepare and implement an effective plan of any scale, covering any geographical region, with or without a budget.

For communication professionals, it provides cutting edge new insights into the modern advocacy and communication landscape, including artificial intelligence, media, multimedia, social media, and digital marketing tactics.

The training also provides optional courses on basic and/or professional photography and videography for storytelling, with additional presentations on ethical storytelling.

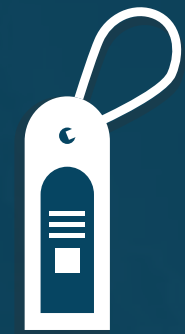
For project managers and administrative officers, it provides the insights needed to understand and analyse advocacy and communication plans, make informed administrative and budgeting decisions, as well as give constructive feedback to advocacy communication teams. For directors and spokespersons, this training will arm you with the capacity to monitor and better prepare, measure and ameliorate the evolution and impact of your advocacy and communication, as well as impart you with the skill to become better spokespersons and lobbyists in public and in private.

Finally, the training provides the option to use one actual campaign as a case study, as well as consultation support post-training for the practical implementation of tactics learned.

WHO IS THE TRAINING FOR?



WHAT DOES THE TRAINING COMPRISE?



ADVOCACY: KEY MESSAGES

Create concise evidence-based advocacy statements that elicit desired actions from targeted audiences; Different kinds of messages

DEVELOPING YOUR ADVOCACY STRATEGY

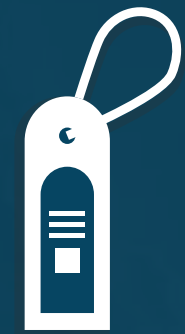
The Advocacy toolbox, Advocacy Tree, Key approaches and principles, The W4H2 Questionnaire



THE ADVOCACY CAMPAIGN

Define your outcome and target, and use your strategy to go big.

WHAT DOES THE TRAINING COMPRISE?



MESSAGING PART 2: ELEVATOR PITCHES

Create and use striking short messages to capture anyone's attention

EFFECTIVE WRITING

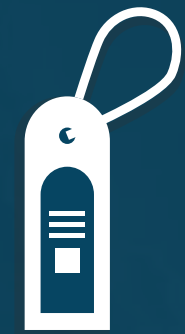
Move from good texts, to excellent texts, that will move your reader to action



PUBLIC SPEAKING AND PRESENTATIONS

Understand your unique and authentic personality, and merge it with a set of learnable skills to become a great orator

WHAT DOES THE TRAINING COMPRISE?



NEWSWORTHINESS

Get to the frontpage of a targeted media platform

MEDIA ANALYSIS AND STRATEGY

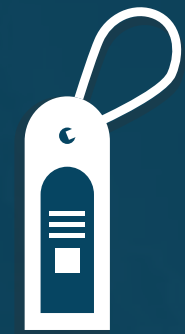
Understand media trends so that you can use or set them



BASIC PHOTOGRAPHY AND VIDEOGRAPHY

Understand the elements of a great photograph, take better photographs, and start using photography more effectively to tell your stories and sell your brand

WHAT DOES THE TRAINING COMPRISE?



ETHICAL STORYTELLING

Tell compelling stories with a holistic approach that respects human dignity and protects the reputation of your organisation

CRISIS COMMUNICATION

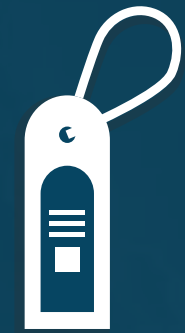
Rise above any organisational crisis with the right internal and external communication strategy



PROFESSIONAL PHOTOGRAPHY AND EDITING (ON DEMAND, EXTRA TIME + FIELD VISIT REQUIRED)

A more indepth training on photography, videography and photo editing for communications staff

WHAT DOES THE TRAINING COMPRISE?



SOCIAL MEDIA

Choose the right social media platforms and work the algorithms to boost your organisational goals

DIGITAL MARKETING

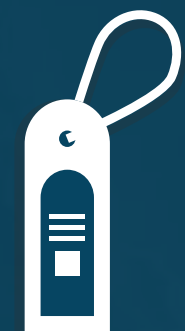
Create striking digital tools and use digital platforms to reach and move your stakeholders to action cost-effectively



ARTIFICIAL INTELLIGENCE

Integrate and leverage AI to revolutionise task scheduling and performance, messaging, content creation and distribution, as well as marketing.

WHAT DOES THE TRAINING COMPRISE?



MEDIA AND COMMUNICATION BUDGETING

Mainstream communications into your operations with proper budgeting

BRAND GUIDANCE

Develop a culture of brand awareness and consistency to build brand confidence and help fulfil the organisation's goals



PRACTICAL



PRACTICAL

Use several practical exercises that will keep trainees engaged. Training is conducted in either English or French, in-person or online. Modules can be selected or adapted to meet the specific needs of trainees.

CASE STUDY

Use a real organisational challenge or goal as a practical example for the training



FOLLOW-UP CONSULTATIONS

Free follow-up consultations for practical implementation, for a limited period

THE **T**RAINER

NDIFONKA NDE

In 2007, as a research assistant for the International Organization for Migration's Southern African Counter-trafficking Assistance Programme, Nde sought to bring the attention of the government, and law enforcement officials, to a report they had produced on the scale of human trafficking in South Africa. No leader was willing to acknowledge that it was an issue.

On a personal level, he decided to use the media to make the case. He initiated a campaign called the SA Human Trafficking Awareness Week, in collaboration with 20 South African Broadcasting Corporation (SABC) radio stations, some celebrities, and a soccer team, Kaizer Chiefs. After only one week of strategic dissemination of carefully crafted messages from the report, human trafficking became a trending public topic, and the government was forced to take action. The event was named a Global Best Practice by the US Department of State and has since become an annual activity run by the South African government, through the National Prosecuting Authority.

This was the beginning of his journey in advocacy and communications. Over the past 15 years, he has designed and run major advocacy campaigns across Africa, Europe, and the United States of America for a multitude of organisations, garnering dozens of billions of media impressions, directly influencing African and Western leaders, changing laws and policies, as well as establishing major national and international programmes and structures. During this period, his roles included Africa Senior Manager for Marketing and Communications for ONE Campaign, Southern Africa Communications Officer for IOM, and General Manager of private pan-African media firm, Calabash Media, with operations across Nigeria, South Africa, Ghana and Cameroon (clients include UNHCR, All Africa Music Awards, Orbis, Greenpeace, WWF and many others).



PRICING & CONTACT



contact@calabashmbc.com



+237678140762