

Advocacy & Policy Influencing

Online training course



22 March - 1 April 2021

Course overview

Understand how you can influence a policy process. From first stages to final implementation. It could be your core business or an intrinsic part of your organisation. Obtain a broad set of tools to plan effective advocacy strategies. Conduct actions with well framed messages, and create coherent paths with your allies for powerful joint interventions. Introduction on how to monitor advocacy results.



Course objectives

- Understand how to embed advocacy actions in your organisation's plans
- Use practical tools and methods to plan, prepare, implement and evaluate advocacy initiatives
- Analyse stakeholders and policy context
- Gain insight into building strong coalitions, select your political targets, frame your messages in convincing ways
- Practice how to conduct influential lobby meetings
- Introduction on how to monitor advocacy results.

Essential information

Date: 22 March - 1 April 2021

9 sessions of 1.5 hours, 1 session each day:
9.00 - 10.20 a.m CEST

Registration before 15 March 2021

Course fee: 975 EUR (no tax)

Special offers

- 5% early bird discount for payments completed by 15 February 2021.
- 10% discount for MDF alumni who attended an MDF course within the past two years.
- 1 free place for a group of six registrations from the same organisation.

Meet your trainers



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Course agenda

This course is offered over a 9-day period, involving 9 sessions which lasts 1.5 hours each (1 session per day). The course is based on a participatory, active learning approach with a combination of guided virtual classroom and learning at yourpace. The following topics will be covered in the course, which might be further adjusted to suit participants' training needs:

Concepts and principles:

- Welcome and introduction
- Policy Influencing and Advocacy concepts, Policy Influencing Cycle
- CLASP principles
- Theory of Change

Analysing the context:

- Policy mapping
- Situation analysis / PESTLE analysis
- Stakeholder Analysis - Power Mapping
- Network alliances and dynamics

Skill building:

- Communications: framing the message
- Skills building: elevator pitch
- Win-win negotiations
- Skills building: practise a lobby meeting

Introduction to campaigns and monitoring results:

- Monitoring results: Ways of Advocacy
- Social Media for Advocacy
- Designing your advocacy campaign
- Evaluation and certification

Interactive, personal & fun live sessions combined with guided self-paced assignments which are followed with personal feedbacks from your trainers.

REGISTER



Contact us

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