



How to leverage the media and give impactful media interviews? How to attract media interest for your work?

Media and Communications Training for Thai female experts Call for Applications

As part of the launch of [Women Make the News – Thailand](#), an initiative to increase women's voices in news reports and comments, UNESCO Bangkok, in partnership with Australian Aid, is organizing a training for Thai female experts. Participants will learn how to interact effectively with journalists and deliver key messages of their work in interviews. Ultimate goal of the training is to contribute to a greater visibility of Thai female experts in the media.

The one-day intensive training course will include presentations, discussions, participatory exercises on media engagement, interview techniques, and strategies for planning and implementing a communication plan for your organisation.

The course is provided free of charge and will be held **on March 7, at the UNESCO office building in Ekkamai** in Bangkok. ([map](#))

Who can apply?

- Thai female professionals
- Working in one of the following fields: Media, ICT & Innovation ; Environment & Climate Change ; Cultures and Histories of ASEAN countries
- Members of the [Women Make the News – Thailand Database](#)

Please note, the language of the training will be English.

The Trainers:

Anneliese McAuliffe has an extensive background in international journalism and continues to contribute to high-level publications. She has worked for the BBC, the Associated Press, ABC Australia and Al Jazeera. She has worked at Bureau Chief level in both Asia and the Middle East. She was instructive in training young journalists and was the co-author of the Al Jazeera Editorial Guidelines

Maia Barmish has a background in public affairs, stakeholder engagement and community relations. She designs and launches strategic communications programs in the public and private sectors.

REGISTRATION: Please visit www.wmnthailand.org/training and fill the registration form, or contact us at wmnthailand@unesco.org

TRAINING SCHEDULE

Tuesday, March 07, 2017	
8.30 – 9.00	Registration
	Ice-breaker and introductions.
	Opening comments:
9.00 - 9.30	<ul style="list-style-type: none">• Ms. Misako Ito, Adviser in Communication and Information, UNESCO Asia-Pacific Regional Bureau• His Excellency Mr Paul Robilliard Australian Ambassador to the Kingdom of Thailand
9.30 - 10.30	Session 1: Understanding the Media – In this session, we will look at how journalists work and what they need from interview subjects.
10:30 - 10:45	Morning coffee and tea break
10.45 - 11.15	Session 2: Designing your message – In this session we will look at how to frame your message and how to prepare for a media interview.
11.15 - to 12.30 <u>OR</u>	Media interview simulations – with professional TV crew
11.15 am -12.30	Communications Workshop 1: Why does your organization need a communications strategy?
12.30 - 13.15 pm	Lunch
Afternoon Session	
13.15 - 14.15 pm	Session 3: When things go wrong – Crisis communications * Case studies from India and Korea will be discussed
14.15 - 15.15 pm	Communications session 2 – Designing a communications strategy.
15.15 - 16.00pm	Breakout group 1 – Pitching your stories Breakout group 2 – Creating a communications strategy
16.00 - 17.00	Peer review - Media simulations - viewing and feedback

Why attending a media training?

Journalists are always looking for interesting stories. In Thailand, media outlets are hungry for content. Thailand has one of the largest media industries in Asia. That means that there are radio, television, newspaper and online outlets that are constantly looking for stories. If you know what journalists are looking for, you can enhance the profile of your work and organisation.

When you learn the skills of how to position yourself to reach out to journalists, how to engage with journalists and how to provide compelling content and great interviews – you are positioning yourself and your organisation in a powerful position that makes more people take notice of you and your work.

The media is a powerful tool for showcasing your work and the work of your organisation. For research institutions, this can lead to more grants; for businesses, more clients; and for NGOs, more funds to carry out vital and often lifesaving work.