



COURSE TRAINER

MR. ARSALAN HABIB

Our Trainers are professional communication strategists and trainers for public sector, social sector, and corporate sector for over two decades. They have provided hands-on assistance to clients and trainees throughout Pakistan in successfully overcoming barriers in organizational communication and geared mainstream and tactical communication towards successful organizational achievements.

Mr. Arsalan has intervened for numerous organizations in three sectors – Academia, Corporate and the Social Sector. He has helped organizations develop consequential communication strategies for numerous organizations.

Mr. Arsalan has helped organizations develop strategic plans with measurable outcomes and has played a key role in achieving results beyond set targets.

He is an Entrepreneur and Trainer with proven expertise of managing and leading projects for Public Sector, Social Sector and Private Sector of varying complexities

“Seek first to understand then to be understood” – Stephen Covey

The dichotomy of key stakeholders – donors and communities reveals that communication strategies in the social sector need to go beyond providing information.

Effective communication does not take place in a vacuum. Systematizing effective communication is hard within any organization (especially in an era of ‘information overload’), but it is especially important and challenging for SSOs (Social Sector Organizations) to develop communication strategies which address what needs to be communicated, to whom and for what reasons.

WHO SHOULD ATTEND????

The SOCIAL SECTOR COMMUNICATION Training Workshop was developed for all people interested in improving their communications with others. Since this skill is critical for both work and social success, this Interpersonal Skills Training workshop is highly recommended for all.

Communication in Social Sector

Dated: Tuesday, April 29, 2014

Time: 9:00 am to 5:00 pm

Venue: 96-a, G Block (off Qarshi Avenue), Gulberg 3, Lahore



In this course, Participants will learn

- What challenges development NGOs face in evaluating their communications work
- How development NGOs construct and implement communication strategies
- What structural constraints NGOs face in seeking to mainstream participatory approaches to communications across their work
- How NGOs can use participatory approaches in designing result oriented communication strategies
- What has been and is the attitude of donors to ‘received communication
- In what ways digital technologies and social media constrain or liberate participatory approaches to communications in NGOs
- How developments NGOs communicate with their peers
- What challenges NGOs face in developing the appropriate skill-set amongst staff and volunteers for participatory communications

WORKSHOP DETAILS

Training Investment: Rs.10,000

Group Discounts: Up to 20% for at least 03 participants from the same organization and 25% for 04 participants and more from the same organization

Refreshment: Lunch & Tea

Key objectives for the CSS workshop are:

- Developing sensitivity to stakeholders’ communication needs
- Mapping communication values/participatory approaches for donors and communities
- Designing a governance grid for communication with stakeholders
- Integrating organizational values in communication channels
- Draw multi-lateral plan for incorporating digital technologies and social media

WORKSHOP DELIVERABLES

Workshop Certificate

Workshop Manual

Post Workshop Support *

***1 Hour within 30 days of workshop.**

CONTACT US

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