



Training

Effective Communication: How it works

Agenda

	Topics	Speaker(s)
09.30-10.00	<i>Registration of participants</i>	
10.00-10.30	Introduction	Elizabeth Lenz, Natalia Zhuhay, Anastasiya Baklan
10.30-11.15	Internal communications: formats of work, sharing cloud-based documents, CRM, messengers, online surveys	Anastasiya Baklan
11.15-11.30	<i>Coffee break</i>	
11.30-12.15	External communications: branding, working with target audiences Working with the press: features, mistakes, standards	Natalia Zhuhay
12.15-13.00	Social networks: views, steps in promoting Facebook and Instagram pages, new story format for page promotion	Anastasiya Baklan
13.00-13.45	<i>Lunch</i>	
13.45-14.05	The elements of positioning economic projects: working with terminology, simplifying wording	Anastasiya Baklan
14.05-14.50	Data visualization New trends in communications (practical knowledge)	Natalia Zhuhay
14.50-15.20	Crisis communications	Natalia Zhuhay
15.20-15.45	Audience engagement tools to build loyalty and strengthen communication campaigns	Anastasiya Baklan
15.45-16.00	Summary and closing	Elizabeth Lenz, Natalia Zhuhay, Anastasiya Baklan