

Advocacy and Policy Influencing Online Training (Arabic)

18-21 January 2016 (part one); week of 15 February 2016 (part two); and week of 7 March 2016 (part three)

Is developing and implementing an advocacy strategy critical to success in your project or programme? Do your staff and partners need support to achieve your advocacy objectives? In this course, you will have the opportunity to develop and troubleshoot the implementation of an advocacy strategy as well as build your knowledge and confidence.

This course will give you the knowledge and skills to influence policy and practice in your own context. You will learn skills to help you plan and deliver an effective advocacy strategy; enhance your ability to lobby decision makers; and gain confidence in the ways in which you relate to different audiences. You will also have the skills to analyse power dynamics and choose your advocacy activities so they have maximum impact.

Objectives of the course

At the end of the course, participants will:

- Be able to identify different approaches to advocacy and the values and strategies that underlie them
- Be familiar with the stages of the advocacy planning cycle and be better equipped to develop an advocacy strategy
- Be able to analyse the external environment and policy processes identify appropriate 'levers of influence'
- Be aware of power dynamics and the role they play in achieving advocacy success
- Have examined how an integrated advocacy campaign can successfully combine lobbying, media work and popular mobilisation
- Have reviewed appropriate tools and methods for monitoring and evaluating advocacy initiatives.

Intended audience

This course is relevant to those who either have little experience but have to implement advocacy work or those with some experience in advocacy which they would like to build on. The course is suitable to those based both in the UK and overseas within suitable time zones¹.

Core content areas

These are the core content areas that will be covered in the course:

- Approaches to advocacy
- Planning and delivering advocacy strategies
- Advocacy planning cycle
 - Analysis for Advocacy
 - Clarifying the Change
 - Message Development
 - Advocacy Activities and Planning
 - Monitoring and evaluation of advocacy

¹ Exact timings of the Blended Learning trainer led modules will depend on the location of the participants and the spread of time zones the course will cover.

- Participants can choose to complete in depth modules in the following advocacy tools:
 - Lobbying
 - Media
 - Popular Mobilisation
 - Social Media
 - Networks and Alliances
 - Research

Course format and costs

This course has three parts combining training delivered remotely by a highly experienced trainer, with one to one coaching to support attendees as they apply the learning to their current work and context. Participants also have time to work through resources independently and choose the optional modules that are most relevant to them. The course is delivered through the innovative use of web conferencing technology (webinar), skype and INTRAC's learning platform (moodle). The structure of the course allows individual's needs to be addressed while they balance their work commitments.

Part One: Trainer-led and self-directed

In week 1, participants 'remotely' attend four days of training including three hours of trainer-delivered content (via webinar) per day, and three hours of self-directed and peer learning. Participants then devise action plans for incorporating learning into their work.

Part Two: One-to-one coaching

In week 5, participants have a 50 minute one-to-one coaching session (via phone or skype) with the trainer. This time is tailored to the needs of each participant. Examples of use of the coaching time include:

- Reviewing learning and considering how to integrate it into current work
- Having contextual or issue-specific support
- Getting feedback or tailored support based on the advocacy strategy they have developed as part of the course.

Part Three: Trainer-led

In week 8, participants attend a final three-hour webinar to consolidate learning, share their reflections on the challenges or successes of applying learning to the workplace, cover any outstanding learning needs, and discuss action plans.

The cost is £550 / \$840

More information

For more information about this course and our other courses please contact the INTRAC

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