



# COMMUNICATING RESEARCH TO STAKEHOLDERS

## A Crawford Fund Master Class

Co-hosted by ICIPE

Nairobi, Kenya

16-20 March 2015

### THE CRAWFORD FUND:

The Crawford Fund is a non-profit NGO in Australia with more than twenty five years' experience in both training scientists in agricultural research and in communicating the results of international agricultural research for development to a range of stakeholders and to the general public. Our international network includes a range of international research institutions which we have worked with over the years. From that work we have identified a range of communication training needs and have developed our *Master Class in Communicating Research to Stakeholders* to meet them.

### THE MASTER CLASS:

Our Master Classes in Communicating Research to Stakeholders have been held in Asia, Africa and the Pacific, with very positive reports from participants. Reports from the most recent training in the [Pacific](#) provide an indication of the impact that comes from the new knowledge, skills and resources received. These include additional project funding, improved personal confidence, presentations with greater impact, a flow on to participants' staff and colleagues through subsequent team training, development of new communication resources, and more successful media interviews and report writing, to name a few.

Each of these Master Class has been filled to its maximum capacity of 20 participants who have come from around 10 countries. This allows quality one-on-one personal guidance and excellent networking opportunities.

This next Master Class is being held in East Africa in March 2015 and is open to staff of institutions from across Africa. ICIPE – African Insect Science for Food and Health - [www.icipe.org](http://www.icipe.org) has kindly agreed to co-host the training at their Duduville Campus.

*“The course was really useful. One of those rare ones which I can almost apply everything to my work”*

– Master Class Participant: Mary Njoroge PO,  
M & E & Knowledge, AGRA Kenya

## RATIONALE:

There is a growing appreciation in agricultural research institutions in developing and developed countries alike of the need to justify investment in agricultural science. This workshop will help agricultural scientists to tell the story of their work and its impact to a broad range of non-scientific audiences in funding agencies, other interested stakeholders such as farmers and extension agencies and to the general public through the media.

**DURATION:** 5 days full-time, with a closing reception

**NUMBERS:** Maximum of 20

**WHERE:** ICIPE, Duduville Campus, Off Thika Road, Kasarani, Nairobi, Kenya

## MANAGEMENT:

The Master Class will be managed by Cathy Reade, the Crawford Fund's experienced Director of Public Affairs and Communication.

## TRAINERS:

In addition to Cathy Reade, two very experienced communication training professionals, Jenni [Metcalf](#) from Econnect Communication and Toss [Gascoigne](#) from Gascoigne & Associates have partnered with the Fund to facilitate our Master Classes. They bring experience and resources from decades of training in Australia and overseas. A range of journalists and stakeholders will also be part of the training.

[the most useful part of the training was] *tailoring your message to different audience and for different products"*

- Master Class Participant: Dr Frédéric Baudron  
Scientist, CIMMYT Ethiopia

## PARTICIPANTS:

This training is for senior agricultural researchers, scientists, extension managers or others associated with food security from African institutions. Most who undergo the training have the role of communicating on behalf of their organisation. Many are leaders of institutions or projects for which they see the need for an improved effort at explaining their work and communicating its impact to non-scientific audiences.



For Master Class participant Grace Omondi, Communication Specialist, CAB International, what stood out the most was "writing for your audience and not for yourself and thinking about what's important for the other person."

### Participants will be required to:

- Speak sufficient English to undertake the course including interview and writing exercises
- Have the support of their institution to attend the full course and then introduce a communication plan on their return from training
- Have examples of recent successful research or other work from their institution
- Share with other participants the results of their efforts three months after the training
- Bring a laptop to the training (internet is provided).

## TRAINING OBJECTIVES:

The course will train senior staff to improve the capability of their institutions to communicate their research results and its impact to stakeholders and the general public.

Course participants will undertake core topics, as well as choosing some individual options decided after a pre-training survey, including:

1. writing a communication strategy and action plan to suit target audiences and their needs
2. developing a range of communication skills such as writing e-newsletters, fact sheets or proposals; managing public events; setting up and managing a social media resource; shooting videos on smart phones/tablets; training in presentation skills for a variety of audiences, and
3. media training with print, online and broadcast journalists.

*“The course was very interactive and interesting. It dealt with real challenges faced in communicating science”*

– Master Class Participant: Sylvia Mwichuli  
AGRA Kenya

## TRAINING STRUCTURE:

The format of the training varies – a sample program is attached. Some sessions will be for the group as a whole; others will involve smaller groups to provide more personal input by trainers, and others will be one-on-one with facilitators. The workshop will be highly practical and all participants will have the opportunity to practice new skills.

Discussions are included with journalists, stakeholder representatives and others in the group. Presentations will be videotaped and individual tapes given to all participants.

In addition, participants leave with resources and completed products to assist them to commence or improve their existing communication efforts and run their own training for staff or colleagues.

## COST:

The cost per participant is US\$2000 which includes:

- five very full days of training
- choice of topics from a pre-class survey for targeted course development;
- extensive take-home and online course materials;
- group and personal training with professional science communication facilitators;
- internet access on site;
- all catering through the training;
- a closing reception, and
- a tremendous opportunity to network with senior staff from other agricultural research and development institutions in Africa.



During the training, participants like Gideon Obare, Scientist at Egerton University, are videotaped so they can improve their interview skills. He says, “The trainers are very experienced - they allow the learners make mistakes, out of which they are made aware of them and how not to repeat them - very useful.”

It excludes all other costs such as participants’ travel, accommodation, insurance, phone and visa costs.

## **PER DIEMS**

As participants will be supported by their institutions, and morning and afternoon tea and lunch is covered in the cost, we will not generally be providing per diems for attendees. However, if a participant has exceptional circumstances which will leave them significantly out of pocket, they are encouraged to contact the manager, Cathy Reade, to discuss assistance that might be available.

## **ACCOMMODATION:**

Very reasonably priced accommodation is available at the ICIPE campus – more details can be provided on request.

## **PROGRAM:**

As mentioned, the program will be informed by a pre-training survey of participants. Topics will be selected to satisfy the needs of the majority of participants. Participants will be expected to have each day's activities completed for review by the facilitators the next morning, which may entail some individual work in the evening. A sample program is attached.

*"There was so much to learn - I felt empowered in all aspects of communication, particularly I got exposed more to media"*

– Master Class Participant: Catherine Muthuri  
Research Scientist, ICRAF Kenya

## **CLOSING CEREMONY:**

There will be a special closing ceremony, with official representatives to make certificate presentations at a group reception for the final evening of the Master Class – this event is included in the cost of the training.

## **EVALUATION:**

Participants are required to complete a survey on the final day of the Master Class and provide a report on the results of their training three months after the event, including their efforts to implement their communication plan and the results of any stakeholder outreach undertaken in that time. These will be shared with the funding agencies involved, with other participants and will be available on our website.

## **INQUIRIES:**

If you have any queries, please contact:

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# Crawford Fund Master Class in Communicating with Stakeholders

## SAMPLE PROGRAM

The final program for the Master Class will rely on confirmed participants' responses to a pre-course survey to decide on modules and activities which the majority of respondents want included. The following is a sample program only and does not include all options offered in the pre-course survey.

### DAY 1

Introductions, Master Class objectives and discussion about what participants want to get out of the workshop

Overview of program and distributed notes – expectations of daily completed work

Participants' introductions; clarify communication planning topics

First exercise: all participants filmed explaining in 2 minutes the problem their work is addressing

Video and playback with group discussion

Communication planning part A: Overview steps 1-3

Lunch (including payment of remaining travelling allowances)

Panel discussion with stakeholder representatives

Communication planning part B: steps 4-5

Social media part 1 – Introduction to Twitter

**NB: All participants should aim to have their communication plan completed to the end of step 5 by the Tues morning. This may entail some individual work in the evening.**

### DAY 2

9.00am-12.30pm – Communication planning part C: steps 6-7 Evaluation and The Action Plan

**Outcome: Communication Plan completed for your designated project /organisation**

12.30pm – Lunch

1.30-3.30pm – Writing part A: Message design, Knowing your readers, Writing in different formats/publish once, Writing a proposal for funding

4-4.50 – Social media part 2: Why social media is important for scientists; Writing a blog

**Outcome: Draft proposal summary and draft blog completed, ready for check by facilitators**

4.50pm – Review of work completed

4.55pm - Announce that all participants will give 3-min talk the next day.

5.00pm – Free time

**NB: All participants need to have their communication strategies and written pieces completed and reviewed which may entail some individual work in the evening and checking by facilitators the next day.**

### DAY 3

9.00am-12.30pm – Presentation Skills part A: audience, content, structure

**Outcome: 3-min talk delivered with feedback**

12.30pm – Lunch

1.30-3.30pm – Presentation Skills part B: style, visuals and questions

**Outcome: Two other short talks delivered with feedback**

3.45pm – Using visuals in delivering an effective talk: the graphics exercise.

**Outcome: Talks presented, videotaped, feedback**

5.00pm – Free time

**NB: All participants need to have topics ready to write about for the next day's exercises (report summary, scientific abstract, media release, fact sheet)**

#### **DAY 4**

9.00am-12.30pm – Session on group facilitation (chairing, convening a meeting, facilitating a discussion, drawing out reluctant speakers, things to consider in structuring a program, the venue and the seating, small group discussion work).

11.30 (approx.) - Writing part B: Writing reports, fact sheets

12.30pm – Lunch

1.30-3.30pm – Writing part C: Policy briefs and media releases

**Outcome: Understanding of how to write clear documents that target their readers**

3.45-4.00 – Writing part C: continued

**Outcome: Draft media release and fact sheet completed**

4.00-4.45pm Social media part 3 Twitter: using hashtags, searching, sending a photo, diagram

4.45pm – Review of work completed

5.00pm – Free time

**NB: All participants need to have their written pieces completed and reviewed which may entail some individual work in the evening and checks by facilitators the next day.**

#### **DAY 5**

9.00-12.30pm – Media skills part A: TV, online media and newspapers

Panel discussion and interviews with working TV and print journalists

**Outcome: TV interview recorded and understanding of how TV, online and newspapers work**

12.30pm – Lunch

1.30-3.30pm – Media skills part B: radio and shaping messages

Panel discussion and interviews with working radio journalists

**Outcome: Radio interview recorded, an understanding of how radio works and how to manage media**

3.45pm – Social media: How social media can complement traditional media

4.15pm – Pulling it all together

Actions after Master Class, including next steps to improve your institution's communication

Master Class evaluation and reminder about 3 month evaluation

4.45pm - Presentation of certificates

5.15pm – 6.30pm – Reception