



**Haifa Workshop**  
***“Maximizing Outcomes with Minimum Resources  
for Development Communication”***

**31 May - 1 June 2010,  
Golda Meir Mount Carmel International Training Center - MCTC, Haifa, Israel**

**Jointly organized by MASHAV, Israel's Agency for International Development Cooperation,  
Ministry of Foreign Affairs Israel, and  
DevCom, OECD Development Centre**

**Sunday 30 May**

15:00 – 18:00 Tour of Haifa

19:30 **Welcoming dinner** at *Golda Meir Mount Carmel International Training Center*

**Greetings:**

- **Ambassador Haim Divon**, Deputy Director General, Ministry of Foreign Affairs, Head of MASHAV, Israel's Agency for International development Cooperation
- **Mazal Renford**, Director, Mount Carmel International Training Center

**Monday 31 May**

8:00 – 9:00 **Breakfast**

9:00 – 9:30 **Registration**

9:30 – 9:45 **Welcome**

- **Ilan Fluss**, Director, Policy Planning and External Relations, Ministry of Foreign Affairs
- **Joanna Wiśniewska**, Project Officer, OECD Development Centre

**I. Session:**

9:45 – 10:15 **Making development a priority in times when development assistance is considered a luxury**

- How do you justify investing in development in times when countries are dealing with their domestic problems?
- How can you deal strategically with a sceptical audience?



### **Keynote Speech**

-- **Sondra Rubenstein**, Distinguished Professor, Department of Communication, University of Haifa, Israel

10:15 – 10:45 **Discussion**

10:45 – 11:00 **Coffee break**

11:00 – 12:00 **Presentations: Drafting a Communication Strategy**

- Why do you need and how do you design a development communication strategy?
- How do you make a case for communication in your organisation?
- What are diverse experiences of DevCom members in building a communication strategy from the scratch?

Moderator: **Yossi Koren**, VP Corporate Communications,

TEVA Pharmaceutical Industries (presentation "What's Next" strategy)

-- **Agata Czaplínska**, Deputy Director of Department of Implementation of Development Programmes, MFA Poland

-- **Julio Fenoy Muñoz**, Communications advisor, Spanish Secretary of State of International Co-Operation (SECI), MFA Spain

-- **Danica Schuchmannová**, Communication Officer, Slovak Agency for International Development Co-operation (Slovakaid), MFA Slovakia

12:00 – 12:45 **Discussion**

12:45 – 14:00 **Lunch**

## **II. Session:**

14:00 – 17:00 **Connect with your target audience – successful tools and channels; messages and messengers**

- What is the profile of your audience? How do you know what your audience thinks and expects?
- How can you do the audience segmentation in order to prioritize expenses?
- Through which channels and activities you should distribute the information to make it resonate with your priority audiences? Which tool or channel fits which target audience group?
- What initiatives do you focus on when resources are limited (festivals, exhibitions, debates, forums, fair trade initiatives, etc.)?
- Opinion leaders, goodwill ambassadors, development advocates - how to choose the best messengers? Are there particular individuals who have credibility or power over your target audience? How could they



help you reach better to this audience? How will you know if you have successfully reached this audience?

- How can dialogue and engaging with non-state actors (NGOs, Civil Society Organisations, media, etc.) strengthen development messages?
- How to create a distinction in public perception between humanitarian aid and development cooperation?
- How do you include the voice of the partner country in your communications?

14:00 – 15:00 **Expert's view**

-- **Sondra Rubenstein**, Distinguished Professor, Department of Communication, University of Haifa, Israel

15:00 – 15:30 **Q&A session**

15:30 – 16:30 **Best practice sharing – by and for DevCom members**

Moderator: **Ilan Fluss**, Director, Policy Planning and External Relations, Ministry of Foreign Affairs, MASHAV – Israel's Agency for International development Cooperation

-- **Marje Pihlak**, Development Cooperation Division, MFA Estonia

-- **Timotej Šooš**, Advisor to the Minister for International Development Cooperation, MFA Slovenia

-- **Roman Holý**, Permanent Delegation of the Czech Republic to the OECD

16:30 – 17:00 **Discussion**

19:00 **Dinner and Cultural Evening**

## Tuesday 1 June

### III. Working session: Development 2.0 – embracing social media to share your messages

9:00 – 9:45 **DevCom best practice: social media for development communication**  
Moderator: **Paula Stern**, CEO, Writepoint, Israel

The role of media is changing from print to electronic with *mach* speed. As communicators, we often focus on the “supply side” of what we are messaging without fully appreciating the new demands of today’s vibrant and global media. New audiences and new “news cycles” and channels can provide new opportunities for messaging about development.

Web2 has become the new terminology for the Web community. This means communicators should see this public as an important audience, including the development communicators. Communicators must adapt to share and deliver their



messages to this new type of public. Social media help grasp the momentum during the campaigns and strongly engage with the public - because of its reach and richness in propagating a message. However, use of social media requires time, resources and understanding. One has to understand the relevance of it to its own communication goals.

09:45 – 11:00 -- **Julia Chandler**, Online Content and Communications Network (DCN) Team, DFID  
-- **Yaron Gamburg**, Ministry of Foreign Affairs, MASHAV, Israel's Agency for International development Cooperation

11:00 – 11:30 **Discussion**

11:30 – 11:45 **Coffee break**

11:45 – 13:30 **Break-out groups – working session led by social media experts**

13:30 – 14:30 **Lunch**

14:30 – 15:30 **Presentation of outcomes & discussion**

15:30 – 15:45 **Conference Wrap Up and Concluding Remarks**  
-- **Ilan Fluss**, Director, Policy Planning and External Relations, Ministry of Foreign Affairs, MASHAV – Israel's Agency for International development Cooperation  
-- **Steffen Beitz**, DevCom Coordinator, OECD Development Centre

Dinner for those staying for an additional day

**Wednesday 2 June**  
**(Optional Day)**

Tour of Jerusalem