EXECUTIVE TRAINING SEMINAR

MIGRATION COMMUNICATION STRATEGIES: EFFECTIVE APPROACHES TO DEPOLARISE THE DEBATE

13, 14 & 15 May 2024

Hybrid Training: Online and Florence, Italy

Palazzo Buontalenti, Via Cavour 65, 50121 (FI), Florence

TEACHING AND LEARNING TEAM

Coordinators and Lead Instructors

Andrew GEDDES | Professor of Migration Studies and Director of the Migration Policy Centre (MPC), Robert Schuman Centre for Advanced Studies (RSCAS), EUI

Lorenzo PICCOLI | Research Fellow, Migration Policy Centre (MPC), RSCAS, EUI

Instructors and Guest Speakers

Dailo ALLI ALONSO | Chief of Global Campaigns, UNCHR Geneva

James DENNISON | Part-Time Professor, Migration Policy Centre (MPC), Robert Schuman Centre for Advanced Studies (RSCAS), EUI

Lenka DRAŽANOVÁ | Research Fellow, Migration Policy Centre (MPC), Robert Schuman Centre for Advanced Studies (RSCAS), EUI

Kristin FABBE | Chair in Business and Comparative Politics, Florence School of Transnational Governance (STG), EUI

Beth GINSBURG | Visiting Fellow, Migration Policy Centre (MPC), Robert Schuman Centre for Advanced Studies (RSCAS), EUI

Lucila RODRÍGUEZ-ALARCÓN | Director General at porCausa Foundation (tbc)

Eóin YOUNG | Co-founder and Programme Director, International Centre for Policy Advocacy

Contacts

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COURSE DESCRIPTION

PROGRAMME OVERVIEW

Migration is a polarising political issue in most countries around the world. What communication strategies are most effective in providing accurate information and changing popular attitudes?

This Executive Training will develop and strengthen communication skills. It will draw on comparative research that explains the drivers of attitudes to migrants, the psychological mechanisms activated by different communication strategies, and the development of communication strategies that can effectively appeal to those who are neither resolutely opposed to nor strongly in favor of immigration. It will draw on original research that explains what factors shape how people react to migration and will apply innovative methods to boost the effectiveness of migration communication campaigns.

In its **4th edition**, this executive training is designed for early to mid-career professionals working on asylum and refugee protection, border management, discrimination, displacement, emigration, human trafficking, immigration, integration, social cohesion, and statelessness. We welcome applications from individuals at an advanced stage of their PhD or postdoctoral level, those working for civil society organisations, media, government agencies, international organisations, and private companies.

LEARNING OUTCOMES

By the end of this programme, the participants will be able to:

- Effectively communicate with concerned citizens about the causes and effects of migration;
- Construct communication strategies that foster social cohesion to tackle discrimination, disinformation, fake news, and hate speech;
- Understand and incorporate insights about the drivers of attitudes towards migration and about the impact of underlying factors influencing how people think and feel about migration.

LEARNING METHODS

- Knowledge transfer sessions led by academics, policy makers, and practitioners with significant experience in migration communication;
- Peer-learning exchange in interactive sessions and group work activities that are focused on the interpretation of opinion data, research, and challenges experienced by participants;
- Case studies analysis based on migration campaigns and communication strategies.

WHO SHOULD ATTEND

- Communication officers;
- Political consultants and advisors;
- Professionals working in international organisations and NGOs;
- Journalists;
- Politicians;
- Researchers;
- Professionals working for public authorities.

INFORMATION FOR APPLICANTS

- The training course will take place on a **hybrid mode** on **13, 14, and 15 May 2024**. During the registration, the applicants will be able to select their preferred method of participation to this training, choosing between Online or In-person. Selected participants who choose the residential mode will be expected to be present on our campus in Florence, Italy on the days of the training.
- Participants joining the course online, should take note that the official timings of this training are taking place on **Central European Summer Time (CEST)** (Italian time) so time differences might apply when joining from different time zones.
- The programme will include approximately **16-18 hours of in-session training**.
- Participants will be enrolled to our **Virtual Learning Environment** (Brightspace) to access the materials of the course. Some pre-training readings will be necessary.
- Accepted participants that successfully complete the training course will receive a **certificate of attendance** from the EUI's School of Transnational Governance.

PROGRAMME AGENDA

DAY 1 (13 MAY 2024) – POLARISED MIGRATION DEBATES?

9.30 – 10.30 CEST

Welcome Session: Presentation of the Training and Introduction of Participants

Andrew Geddes
Lorenzo Piccoli

During this session, we will introduce the overarching goals and learning philosophy of the training. Participants will be encouraged to share their experiences and projects. The primary objective is to engage in a dialogue on migration-related communication. Through this exchange, we aim to identify common challenges, objectives, and start developing effective communication strategies tailored to diverse contexts.

10.30 – 11.00 CEST *Coffee Break*

11.00 – 12.30 CEST

Depolarising the Migration Debate: Attitudes, Salience, and Politicisation

Andrew Geddes

This session covers three main topics. First, it explores how people's views are influenced by discussions about migration. Second, it looks at why migration becomes a prominent political issue, studying what factors bring it to the forefront of public attention and affect policymaking. Lastly, the session discusses how migration becomes a political tool, with politicians framing and using the issue for their purposes. By examining these aspects, the session provides tools and ideas for creating a more balanced and constructive public dialogue on this important global matter, aiming to reduce polarization in migration debates.

12.30 – 13.30 CEST *Lunch Break*

13.30 – 15.00 CEST

How Do Organisations Communicate on Migration? Learn What Works and Plan More Effective Interventions Through Our Interactive Migration Communication Campaigns Database

Lorenzo Piccoli

As migration has become a highly polarised issue, communication campaigns are increasingly used to shape public perceptions and attitudes towards migration. They have been conducted locally, nationally, and internationally by a range of organisations—from governments to sports teams to religious groups to international organisations. This session introduces an interactive and open-source database with more than 300 migration communication campaigns conducted across Europe between 2012 and 2022.

This session aims to review past efforts, identify recurring messages conveyed in previous campaigns, draw inspiration from successful strategies, and develop a more strategic and impactful approach to communication.

15.00 – 15.30 CEST	*Coffee Break*
15.30 – 17.00 CEST	**The Tightrope of Communications and Policy Reform: Integrating Public Opinion and Leveraging Stakeholder Engagement**
	Kristin Fabbe
17.00 CEST	*End of Day 1*
19.30 – 21.30 CEST	*Networking Dinner in Downtown Florence*

A social networking dinner will be provided for the participants and instructors of the course in downtown Florence. The aim of this dinner is for the participants to get to know each other and the instructors of this course in a more informal setting while at the same time setting the space and objectives for the days to come.

More information regarding the venue will be provided to participants upon arrival.

DAY 2 (14 MAY 2024) – WHAT TYPES OF COMMUNICATION STRATEGIES ARE MOST EFFECTIVE?

09.30 – 11.00 CEST   **What are Attitudes Towards Immigration and What Factors Best Explain Them?**
Lenka Dražanová

This session will give an in-depth overview of the drivers of public opinion to immigration, explaining what attitudes to immigration are and where they come from. It will discuss comparative perspectives regarding different groups of migrants and attitudes across regions, segments of society, and over time. At the end of the session, participants will have developed a better understanding of how to interpret data on attitudes critically and how to explain causality regarding complex phenomena.

11.00 – 11.30 CEST   *Coffee Break*

11.30 – 13.00 CEST   **How to Interpret and React to Migration Opinion Data**
James Dennison

Via interactive activities, this session will allow participants to deepen and practically apply the knowledge gained in the prior session. Divided in teams, they will build on the earlier gained knowledge of data interpretation and scientific explanations of complex phenomena to move onto interventions and consider the pros and cons of various communication approaches using real-world examples of policy messaging. By the end of this session, the participants will have developed a better understanding of the link between scientific explanation and policymaking for effective and strategic messaging development.

13.00 – 14.00 CEST   *Lunch Break*

14.00 – 15.30 CEST   **Shared Strategies for Integrating Migrant Entrepreneurs at the City Level**

Beth Ginsburg

In this session we will explore how migrant support organisations from cities across Europe can communicate their work effectively and design strategies to provide each other with practical advice and knowledge sharing. We will examine the objectives, activities and impacts of the Newcomer Entrepreneurship Support Project, which included 6 cities, 5 countries and over 75 migrant support service organisations, and focus on a case study from this project in our break-out session.

15.30 – 16:00 CEST	*Coffee Break*
16.00 – 17.30 CEST	**Advocacy Campaigns for Policy Change About Asylum and Refugee Protection**

Dailo Alli Alonso

In this session led by UNHCR's Chief of Global Campaigns, participants will delve into the nuanced realms of global advocacy and data-driven communications in the context of forcibly displaced populations. Key examples of advocacy triumphs, contemporary communication and advocacy trends, and the power of coalition building will be presented. Current media dynamics, political rhetoric, and misinformation, will also be discussed to dissect the intricate interplay of data and public discourse.

17.30 CEST	*End of Day 2 & Tour of Palazzo Buontalenti (optional)*

DAY 3 (15 MAY 2024) – ENGAGING THE AUDIENCE IN MIGRATION COMMUNICATION CAMPAIGNS

09.30 – 11.00 CEST **Connecting Migration Research and Civil Society to Communicate More Effectively**

Lucila Rodríguez-Alarcón

In this session, participants will be provided examples of how to integrate research perspectives into civil society initiatives to communicate more effectively about migration. The goals of this session is to gain practical lessons in how to craft communications strategies, from collaborative research with social scientists to data collection, analysis, and distribution through media partnerships and online platforms. The session is based on the experience of porCausa, an independent non-profit organisation dedicated to promoting research and journalism on poverty and social inequalities. This approach integrates data-driven journalism, multidisciplinary teamwork, multimedia storytelling, and agile development through wide networks of academics, civil society, journalists, and migrant communities.

11.00 – 11.30 CEST *Coffee Break*

11.30 – 13.00 CEST **How to Respond: Communication Strategies**

Eóin Young

People talk about 'reframing the public narrative' and 'reaching out to the movable middle', but what do these terms and concepts mean in reality? And what does it take in practice to change the narrative? This session will address these questions. It will focus on how to understand your audience and how to develop effective communication strategies based on this understanding.

13.00 – 14.30 CEST *Lunch Break*

14.30 – 16.00 CEST **How to Engage: A Case Study Campaign Targeting Depolarisation**

Eóin Young

This session will provide key tools to develop a successful campaign on immigration/immigrant integration by focusing on effective ways to engage movable middle groups in campaigning. To illustrate the approach and principles, a real example of a campaign developed to engage German middle groups in the migration debate will be shared and analysed.

16.00 – 16.30 CEST	*Coffee Break*
16.30 – 17.00 CEST	**Wrap-Up Session, Concluding Remarks, Course Evaluation & Awarding of Certificates**

Lorenzo Piccoli

Andrew Geddes

In this session, participants will summarise what they have learned, and any remaining questions will be discussed. Participants will be asked to evaluate the course in relation to their expectations and then will be awarded their certificates of attendance.

17.00 CEST	*End of Day 3 / End of Training*