

EXECUTIVE TRAINING SEMINAR

MIGRATION COMMUNICATION STRATEGIES: EFFECTIVE APPROACHES TO DEPOLARISE THE DEBATE

16, 17, 18 & 19 May 2023

Hybrid Training: Online and Florence, Italy

VENUE: BTC104 – Elinor Ostrom Room, [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) at the Robert Schuman Centre for Advanced Studies (RSCAS), EUI

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

Instructors and Guest Speakers

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

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

Joung-ah GHEDINI-WILLIAMS | Head, Global Communications Service, UNHCR the UN Refugee Agency

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

Miriam JUAN-TORRES GONZÁLEZ | Head of Research, Democracy & Belonging Forum from the Othering & Belonging Institute at UC Berkeley & Senior Advisor

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

Tina ZOURNATZI | Head of Unit, Communication, Migration and Home Affairs at the European Commission (DG HOME)

CONTACTS:

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COURSE DESCRIPTION

PROGRAMME OVERVIEW

In many countries around the world, public discourse around migration is highly polarised. In this context, it becomes increasingly more difficult to discuss about this phenomenon without being accused of spreading fake news or provoking heated debates. As a result, there is growing uncertainty about what type of communication strategies are most effective in providing accurate information and changing popular attitudes towards migrants and people on the move.

This Executive Training will develop and strengthen the participants' communication skills around migration. It will do so in two ways. First, it will discuss original data and research on the factors that shape how people perceive and react to migration and what effects those have on society. Second, it will apply these factors to migration communication campaigns, explaining what strategies have been found to be most effective to engage the audience and how recent developments in digital technology have changed the ways migration is communicated.

The training will combine the perspective of academic researchers with the experience of policymakers and advisors working for governments and civil society organisations. Participants will work together to identify and understand some of the key challenges and good practices of migration communication and will apply scientific evidence to real-life migration communication strategies.

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 and about immigration/integration policies;
- Construct communication strategies that foster social cohesion to tackle discrimination, disinformation, and hate speech;
- Understand and incorporate insights about attitudes to migration and about the impact of underlying factors influencing how people think and feel about migration;

- Comprehend the role of facts and evidence in migration debates, as well as their shortcomings.

LEARNING METHODS

- Knowledge transfer sessions led by academics, policy makers, and communication advisers with significant experience in the field;
- Active exchange in interactive training sessions and group work activities that are focused on the interpretation of opinion data, and that address the main challenges posed by the current migration debate;
- Case studies analysis based on real-life migration campaigns and communication strategies.

WHO SHOULD ATTEND

- Communication officers from NGOs, government institutions, EU institutions and agencies, international organisations, etc;
- Political consultants and advisors working at different levels of government;
- Professionals working in international organisations and NGOs in the field of migration/diversity/integration/social cohesion;
- Journalists with an interest in migration;
- Politicians who are interested in depolarisation and fostering social cohesion;
- Representatives of public authorities with an interest in migration/diversity/integration/social cohesion.

INFORMATION FOR APPLICANTS

- The training course will take place on a **hybrid mode** on 16, 17, 18 & 19 May 2023. 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 **17 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.

FULL PROGRAMME AGENDA

DAY 1 (16 MAY 2023) – POLARISED MIGRATION DEBATES?

10.00 – 11.00 CEST **Welcome & Introductory Session: Depolarising the Migration Debate & Open Questions from Participants**

Andrew Geddes
Lorenzo Piccoli

This session is focused on exchange and inputs with and by the participants. By sharing their own personal experiences and work-related issues and questions, the participants will be provided with the opportunity of reflecting on the challenges of migration-related communication that are specific to different countries and work contexts.

11.00 – 11.30 CEST **Coffee Break**

11.30 – 13.00 CEST **Communicating EU Migration Policies: What Works and What Doesn't?**

Tina Zournatzi

In this session, participants will be able to ask questions to a senior level officer from the European Commission. Tina Zournatzi is leading the communications team of DG HOME on migration, security, and home affairs.

13.00 – 14.30 CEST **Lunch Break**

14.30 – 16.00 CEST **How Do Organisations Communicate on Migration? An Overview of Existing Campaigns**

Lorenzo Piccoli

Who communicates on migration and through what type of messages? This session will provide an interactive overview of recent migration communication campaigns that took place in Europe. It will explain which actors are most active and will identify recurring messages and formats.

16.00 CEST **Final Questions & 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 (17 MAY 2023) – WHAT TYPE OF COMMUNICATION STRATEGIES ARE MOST EFFECTIVE?

09.00 – 10.30 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.

10.30 – 11.00 CEST **Coffee Break**

11.00 – 12.30 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, in particular, considering 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.

12.30 – 14.00 CEST **Lunch Break**

14.00 – 15.30 CEST **Connecting Migration Research and Civil Society to Communicate More Effectively**

Míriam Juan-Torres González

In this session, participants will be provided some examples of how to integrate research perspectives into civil society initiatives to communicate more effectively about migration.

15.30 CEST

Final Questions & End of Day 2

**DAY 3 (18 MAY 2023) – ENGAGING THE AUDIENCE IN
MIGRATION COMMUNICATION CAMPAIGNS**

09.00 – 10.30 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.

10.30 – 11.00 CEST

Coffee Break

11.00 – 12.30 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.

12.30 – 14.00 CEST

Lunch Break

14.00 – 15.30 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.

15.30 CEST

Final Questions and End of Day 3

DAY 4 (19 MAY 2023) – GOOD PRACTICES OF MIGRATION COMMUNICATION

9.00 – 10.30 CEST

Communication about Asylum Protection: What Works and What Doesn't?

Joung-Ah Ghedini-Williams

Joung-Ah Ghedini-Williams is Head of Global Communications at UNHCR, the UN Refugee Agency. She will share her experience and take questions from the audience during an interactive session in which participants will discuss challenges and opportunities in the communication around asylum and refugee protection.

10.30 – 11.00 CEST

Coffee Break

11.00 – 12.30 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. Furthermore, the participants will be asked to evaluate the course in relation to their expectations and then will be awarded their certificates of attendance.

12.30 – 13.30 CEST

Farewell Standing Lunch

13.30 CEST

End of Day 4 / End of Training

