

Monday
February 19, 2024
2 PM – 5 PM CET

Workshop

Fundamentals of Policy Communication: Challenges, Strategies, and Narratives
Jakov Bojovic, Research Fellow, Florence STG

Discussion board assignment

Thursday
February 22, 2024
2 PM – 5 PM CET

Interactive Keynotes

Public Communication Challenges and International Trends
Karine Badr, Policy Analyst, Open Government, Civic Space and Public Communication Unit, Public Governance Directorate, OECD

Communicating in a Crisis: The View of a Policy Practitioner
George Papaconstantinou, Acting Director of the Florence STG

Monday
February 26, 2024
2 PM – 5 PM CET

Workshop

Policy Briefs: Communicating Research Evidence to Policymakers
Jakov Bojovic, Research Fellow, Florence STG

Discussion board assignment

Thursday
February 29, 2024
2 PM – 5 PM CET

Interactive Keynotes

Policy Advocacy and Policy Communications: Best Practice from the Private Sector
Madeleine de Cock Buning, Vice-President, Public Policy EMEA at Netflix

Strategies for Combatting Disinformation
Lisa Clare Ginsborg, Research Fellow, Florence STG

Monday
March 4, 2024
2 PM – 5 PM CET

Workshop

Op-eds: Policy Writing in Media Outlets
Jakov Bojovic, Research Fellow, Florence STG

Discussion board assignment

Thursday
March 7, 2024
2 PM – 5 PM CET

Interactive Keynotes

Video in Policy Communications
Roeland Scholten, Communication Specialist, Florence STG

Speechwriting for Policy
Terry Szuplat, Former speechwriter for President Barack Obama

Monday
March 11, 2024
2 PM – 5 PM CET

Interactive Keynotes

Visualising and Communicating Open Data
Filippo Teoldi, Interactive visual journalist, The Economist

Generative AI and Policy Writing
Maria Linkova-Nijs, Communications Director, European Chemical Industry Council

Final written assignment (due March 31, 2024, 11:59 PM CET)