

Monday
February 20, 2023
15:00 – 18:00

Workshop 1:

Introduction to policy communication
Jakov Bojovic, *Programme Manager, EUI STG*

Discussion board assignment

Thursday
February 23, 2023
15:00 – 17:30

Keynote 1:

Crisis communication in public policy
George Papaconstantinou, *Professor, EUI STG; former Minister of Finance, Greece*

Keynote 2:

OECD Report on Public Communication
Elsa Pilichowski, *Director for Public Governance, OECD*

Monday
February 27, 2023
15:00 – 18:00

Workshop 2:

Policy briefs: Communicating research evidence to policymakers
Jakov Bojovic, *Programme Manager, EUI STG*

Discussion board assignment

Thursday
March 2, 2023
15:00 – 17:30

Keynote 3:

Policy advocacy and policy communications: Best practice from the private sector
Madeleine de Cock Buning, *Vice-President, Public Policy EMEA at Netflix*

Keynote 4:

Turning dry policy facts into interesting stories: The POLITICO way
Florian Eder, *Executive Editor, POLITICO*

Monday
March 6, 2023
15:00 – 18:00

Workshop 3:

Op-eds: Writing about public policy for broader audiences
Jakov Bojovic, *Programme Manager, EUI STG*

Discussion board assignment

Thursday
March 9, 2023
15:00 – 17:30

Keynote 5:

Camera interviews and the use of video in policy communications
Roeland Scholtalbers, *Communication Specialist, EUI STG*

Keynote 6:

The making and delivery of an impactful policy speech
Alexander Stubb, *Director, EUI STG; former Prime Minister, Finland*

Monday
March 13, 2023
15:00 – 18:00

Workshop 4:

Presentations and feedback
Jakov Bojovic, *Programme Manager, EUI STG*

Discussion board assignment

Friday
March 31, 2023
23:59

Deadline to submit the final assignment (policy brief or op-ed)
(Optional for the 2 ECTS-bearing Certificate)