EXECUTIVE TRAINING SEMINAR

MIGRATION COMMUNICATION STRATEGIES: EFFECTIVE APPROACHES TO DEPOLARISE THE DEBATE

18, 19 & 20 May 2022, Hybrid Training

Online and in Palazzo Buontalenti, Florence, Italy

Room BTC104

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

Trainers / Speakers:

Martin Ruhs | Professor of Migration Studies and Deputy Director of the Migration Policy Centre (MPC), EUI

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

James Dennison | Part-Time Professor, Observatory of Public Attitudes to Migration (OPAM) Project, MPC, RSCAS, EUI

Lenka Dražanová | Research Fellow, Observatory of Public Attitudes to Migration (OPAM) Project, MPC, RSCAS, EUI

Helen Dempster | Policy Fellow and Assistant Program Director for Migration, Displacement, and Humanitarian Policy, Center for Global Development

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

Marina Vlachodimitropoulou I Project Associate, Executive Education, School of Transnational Governance, EUI, marina.vlachodimitropoulou@eui.eu

Executive Education Team | School of Transnational Governance, EUI, STG.ExecEd@eui.eu

COURSE DESCRIPTION

PROGRAMME OVERVIEW

Migration is a controversial topic. It is increasingly difficult to discuss it without being accused of spreading fake news or provoking heated debates. As a result, there is growing uncertainty about what type of communication strategies on migration are most effective in changing attitudes.

This Executive Training will develop and strengthen the participants' communication skills around migration. The training will combine academic research with the experience of professionals working in the field both in the public and the private sector. During eight interactive sessions, participants will work together to identify and understand some of the key challenges and good practices of migration communication. The first part of the training will be dedicated to apprehending the factors that shape how people perceive and react to migration and what effects those have on society. The second part of the training will apply these factors to migration communication campaigns, explaining what strategies are most effective to engage the audience and depolarise the debate.

Via this training, participants will have the opportunity learn more about migration communication through a set of activities designed by academic researchers, policymakers, and advisors working for governments and civil society organisations. Furthermore, the attendees will debate recent research on the topic and apply recent findings to real-life migration campaigns.

Learning Outcomes

By the end of this programme, the participants will learn:

- How to effectively communicate with concerned citizens about the causes and effects of migration and about immigration / integration policies
- How to construct communication strategies that foster social cohesion in an effort to tackle discrimination, disinformation and hate speech
- How to understand and incorporate insights about attitudes to migration and about the impact of underlying factors influencing how people think and feel about migration
- How to understand the positive role of facts and evidence in the migration debate, as well as their shortcomings

Learning Methods

- Knowledge transfer sessions led by accomplished practitioners and academics with experience in migration communication and key issues impacting the migration debate both globally and locally
- Active exchange in interactive training sessions and group work, that are focused on the interpretation of opinion data, and that address the main challenges posed by the current immigration 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
- Politicians who are interested in depolarisation and fostering social cohesion
- Representatives of public authorities with an interest in migration / diversity / integration / social cohesion

Schedule and Pre-Course Requirements

- The training course will take place on a **hybrid mode** on 18, 19 & 20 May 2022. 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 of the training will be expected to be present on our campus in Florence, Italy on the days of the training.
- If joining the course online, please take note that the official timings of this training take place on **Central European Summer Time (CEST)** (Italian time) so time differences might apply when joining from different time zones.
- An **online optional introductory session** will take place on the 10th of May 2022 (17.00 CEST) for both online in in-person participants
- The programme will include approximately **13 hours of in-session training**.
- Participants will be enrolled to our **Virtual Learning Environment** (Brightspace) in order to access the materials of the course. Some pre-training readings will be necessary.

PROGRAMME:

DAY 0 – INFORMAL <u>ONLINE</u> MEETING – GETTING TO KNOW EACH OTHER & SETTING THE TRAINING SPACE (OPTIONAL SESSION)

Tuesday, 10 May 2022

17.00 – 18.00 CEST   **Welcome to the Online Space, Tour de Table, and Setting the Expectations**

Lorenzo Piccoli

Marina Vlachodimitropoulou

In this optional informal session, participants will be able to get an overview of the topics that will be covered throughout the training, discover the technicalities of the virtual learning environment, where they can access background and reading material, while also getting to know their colleagues and their backgrounds better. The participants will also have the opportunity to ask the organisers any questions regarding the topics examined and discuss the challenges they currently face when communicating about migration.

18.00 CEST   **End of Session**

DAY 1 – HOW TO COMMUNICATE ABOUT MIGRATION IN POLARISED POLITICAL ENVIRONMENTS?

Wednesday, 18 May 2022

14.00 – 15.30 CEST	**Welcome & Introductory Session: Depolarising the Migration Debate & Open Questions from Participants**
	Martin Ruhs
	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.
15.30 – 16.00 CEST	**Coffee Break**
16.00 – 17.30 CEST	**Invited Lecture: Migration Communication Strategies; Key Challenges**
	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.
17.30 CEST	**End of Day 1 & Tour of Palazzo Buontalenti**
20.00 – 22.00 CEST	**Networking Dinner in Downtown Florence**
	A social networking dinner will be provided for the participants and instructors of the course in downtown Florence.
	More information will become available to participants upon arrival.

DAY 2 – WHAT DO WE KNOW ABOUT MIGRATION ATTITUDES AND HOW CAN WE APPLY THIS KNOWLEDGE TO COMMUNICATION CAMPAIGNS?

Thursday, 19 May 2022

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. At the end of the session, the participants will develop 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

Migration Communication Campaigns; Trade-Offs

Lorenzo Piccoli

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 in migration communication campaigns, based on case-study examples, and will identify recurring messages and formats. Through group work, the session will allow participants to examine competing objectives of migration communication campaigns and evaluate changing patterns and trends

15.30 – 16.00 CEST	**Coffee Break**

16.00 – 17.30 CEST **From Migration Research to Policy: Appealing to the Attitudes of Policymakers and the Public?**

Helen Dempster

This session provides ideas on how to translate complex economic research on migration for policymakers and the public. It will build an expand on the session on attitudes and will be based on interactive exercises with the participants.

17.30 CEST **End of Day 2**

DAY 3 – ENGAGING THE AUDIENCE IN YOUR COMMUNICATION CAMPAIGNS

Friday, 20 May 2022

09.00 – 10.30 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.

10.30 – 11.00 CEST

Coffee Break

11.00 – 12.30 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.

12.30 – 14.00 CEST

Lunch Break

14.00 – 15.30 CEST

Wrap-Up Session, Concluding Remarks & Awarding of Certificates

Lorenzo Piccoli

Andrew Geddes

In this session, participants will summarise what they have learned through an interactive activity. At the end of the session, final questions will be discussed, and the participants will receive their certificates of attendance.

15.30 CEST

End of Day 3 / End of Training