

## **CAMPAIGNING & LOBBYING TRAINING - EDINBURGH**

### **Aims**

- understand how to find and reach your key audiences
- understand the role campaigning plays in influencing the public, politics, and policy - and how it can help deliver an organisation's objectives

### **Key learning outcomes**

The training will help develop participants' practical skills and provide a number of easy-to-apply tips and tools to be used when planning and delivering campaigns. By the end of the course participants will:

- Understand the issues relating to audience analysis and segmentation
- Understand and utilise the concepts of framing & messaging as they relate to the media, lobbying and campaigning
- Understand how to influence UK political processes and decision-making through a variety of communication & campaign methods
- Understand the theory and practice of campaigning and relate it to strategy

## **Agenda**

09.45 **Coffee**

10.00 *Plenary* - Introductions, course outline, expectations

10.15 *In pairs* - Exercise 1: 'icebreaker'

10.30 Presentation 1: Audiences & Messaging

10.45 *In groups* - Exercise 2: Messaging; framing, prioritisation

11.30 **Coffee**

11.45 Presentation 2: Lobbying (including devolved countries); process, tools, advocacy

12.00 *In groups* - Exercise 3: Lobbying a Minister

12.45 **Lunch**

13.45 *In plenary* - Exercise 4: Welcome back

14.00 Presentation 4: Media; platforms (including Social Media), delivery

14.15 *In pairs* - Exercise 5: media release

14.45 **Coffee**

15.00 Presentation 4: Dynamics of campaigning; definition, strategy, change models

15.15 *In groups* - Exercise 6: Campaign strategy

16.00 **Close & Feedback forms**