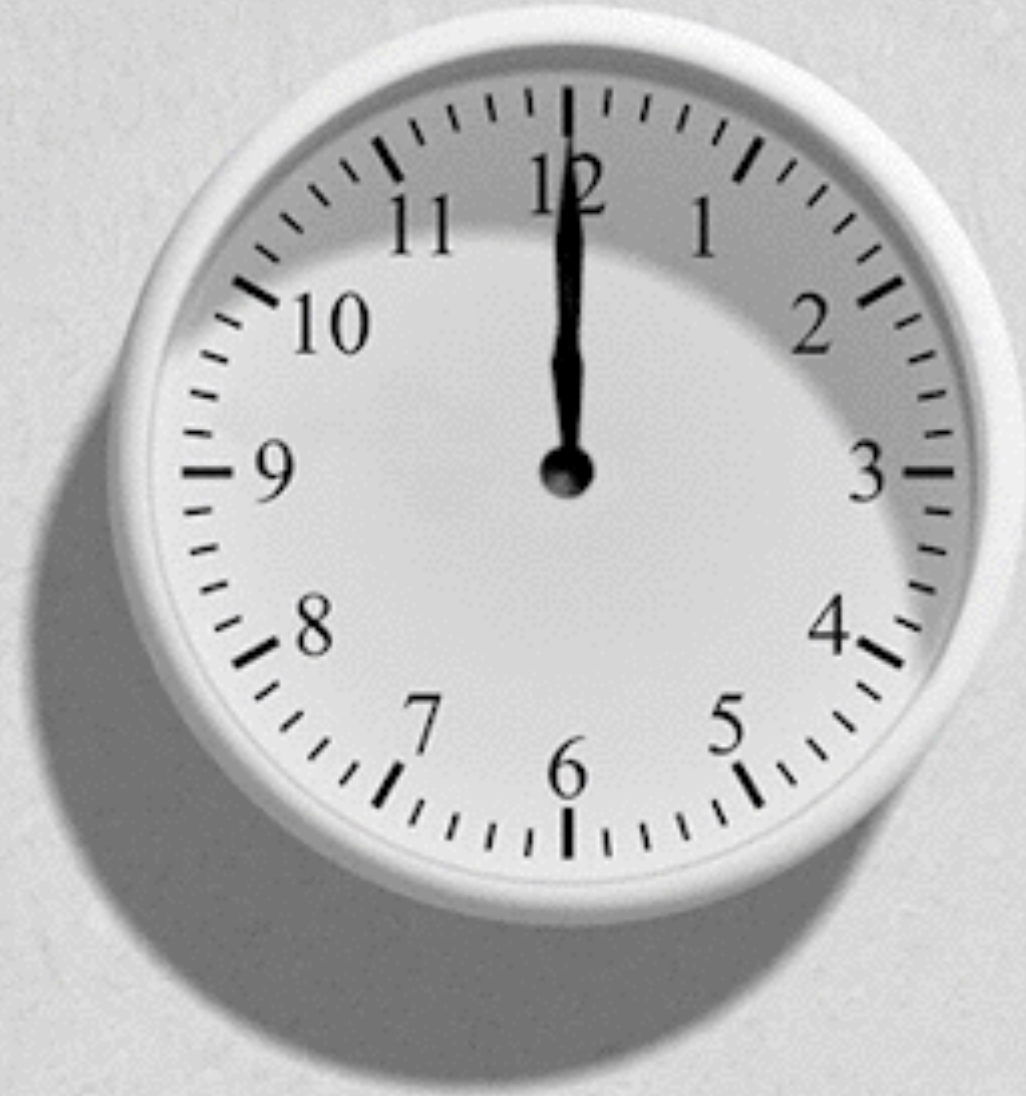
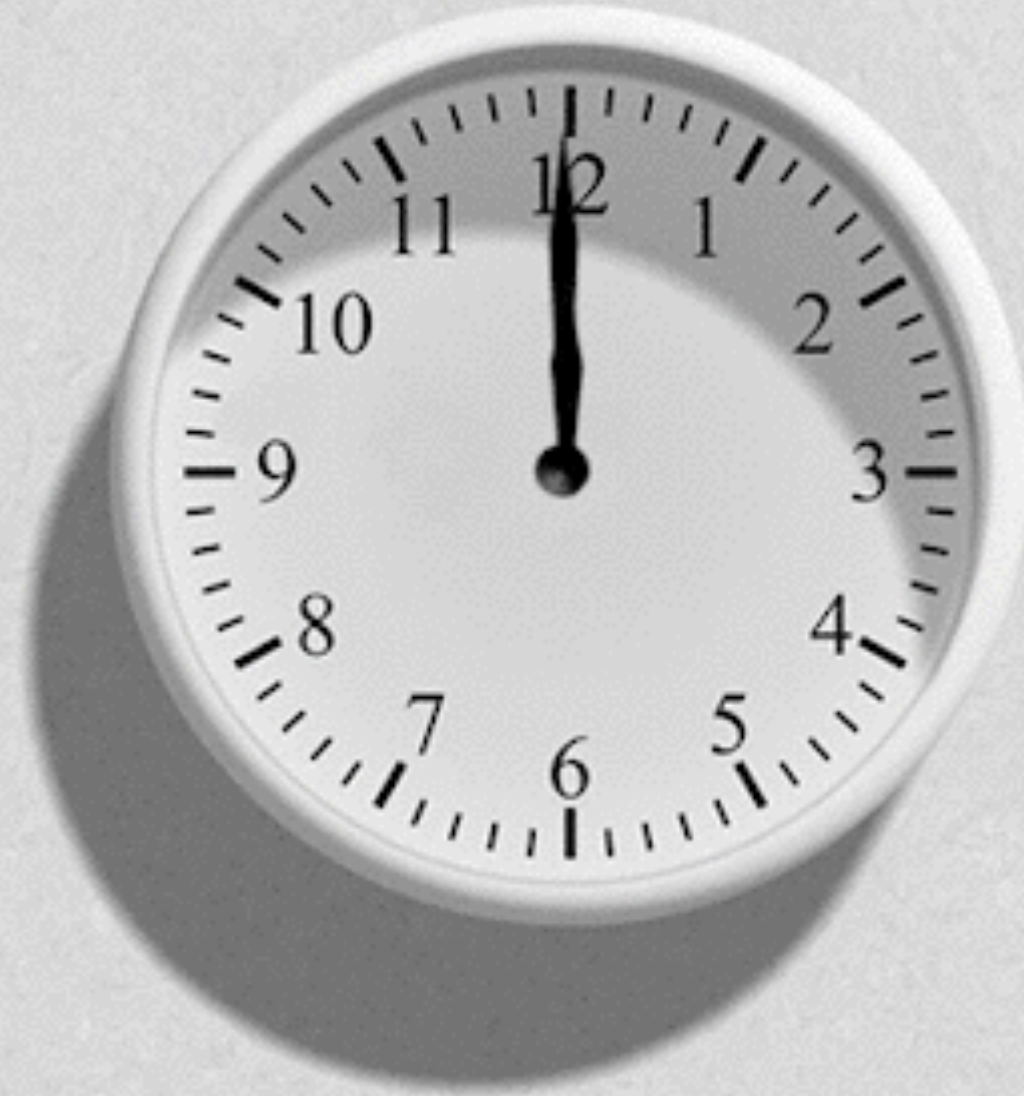


# Workshop Communicate, Advocate, Succeed!

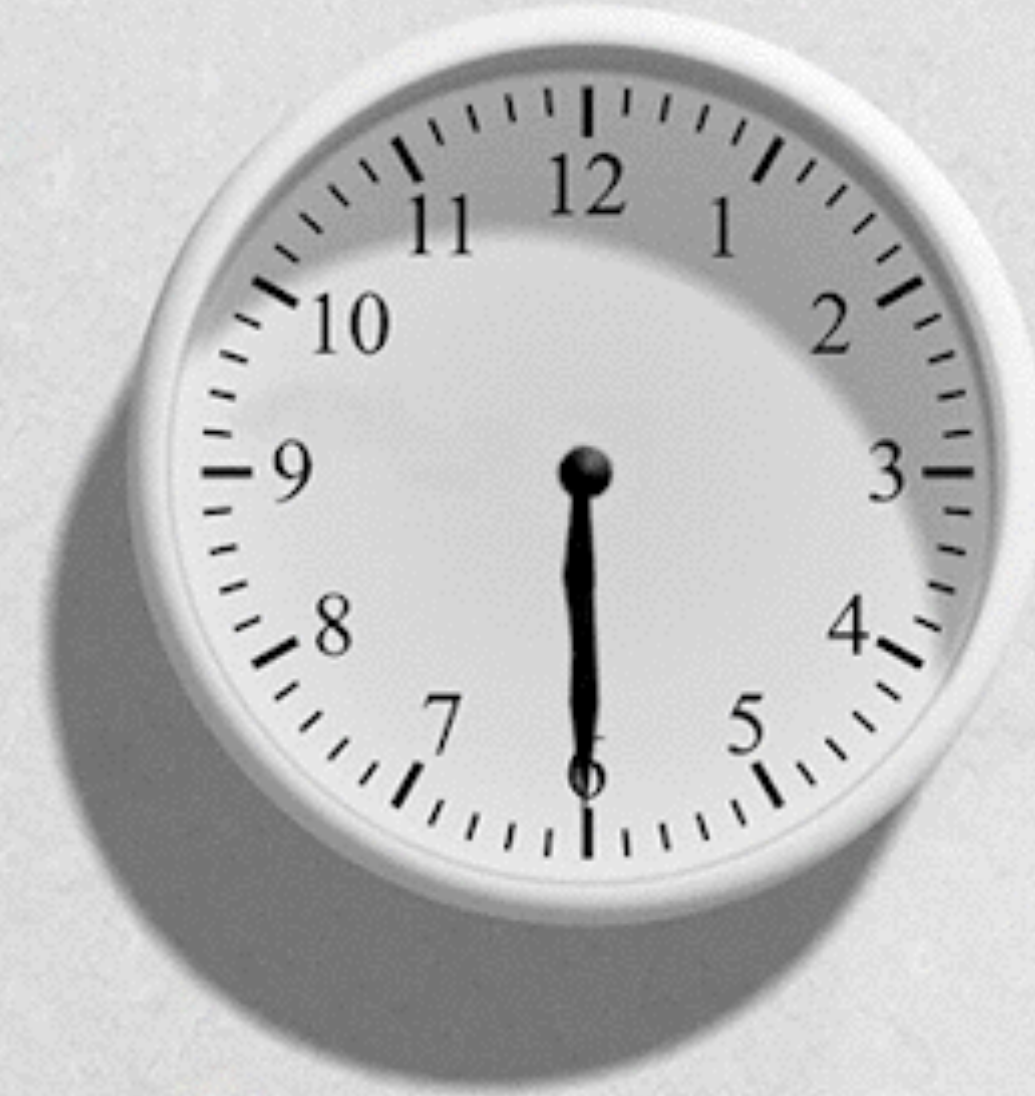
with K a s p a r s R ū k l i s, Advocacy  
Communications Trainer



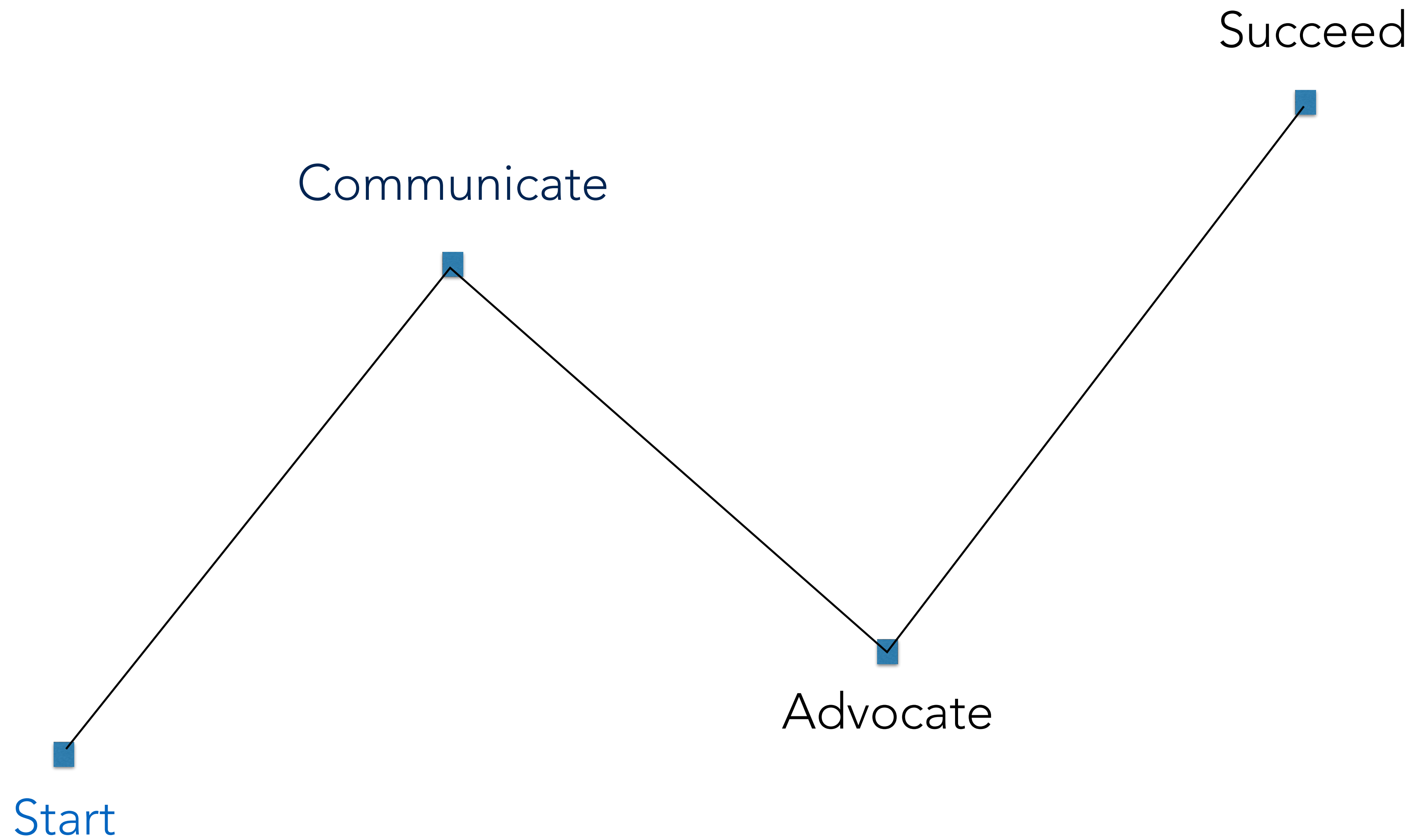
INFORMATION



TIME



KNOWLEDGE



# Research

- Clash between traditional and alternative performing arts.
- Officials think they can determine/dictate content, not only review projects and award resources.
- Too specific advocacy for narrow field that benefits only few.



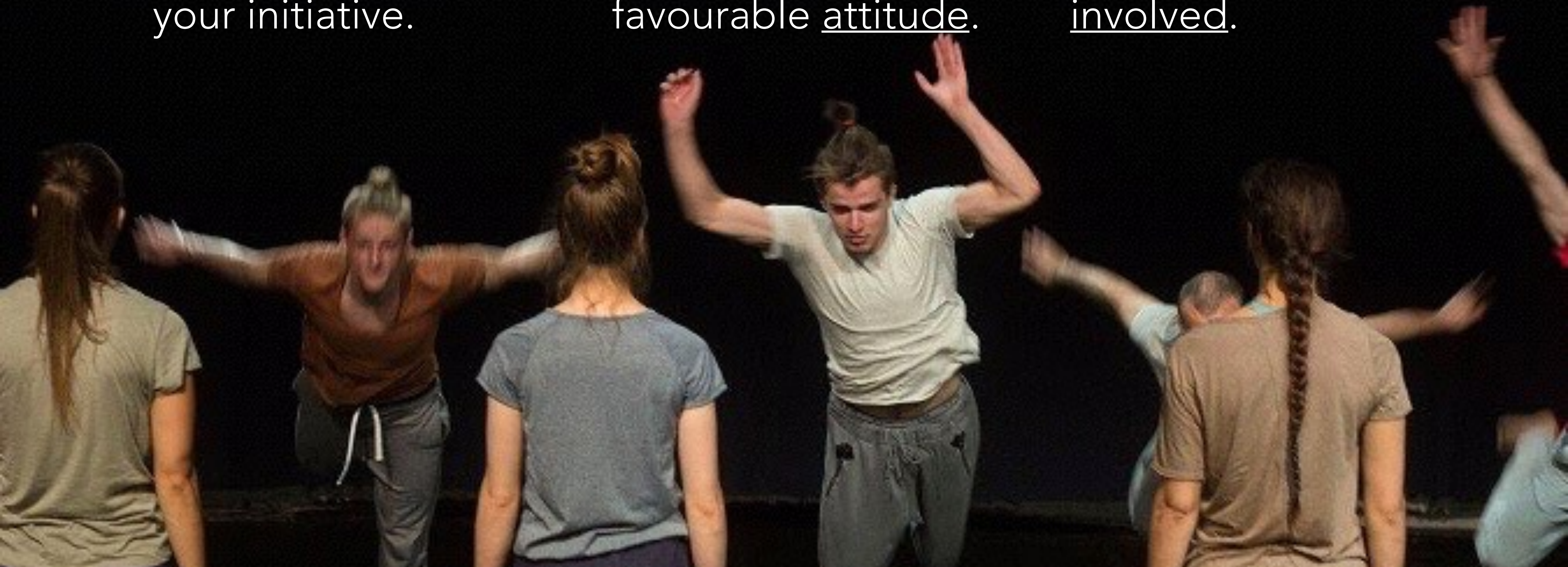


# Research

- New financing modules necessary for alternative performing arts.
- Audience development is an issue to reach to broader public, esp. outside metropolitan areas.
- Looking for funds through other stakeholders, not just Ministries of Culture, cross sectoral projects.

# Goals for Communication

- To inform about your initiative.
- To create a favourable attitude.
- To get the audience involved.



# Goals for Advocacy

- To change the decision maker attitude towards your initiative.
- To improve the policy that is more favourable towards your initiative.
- To increase funding for your initiative preferably sustainably.

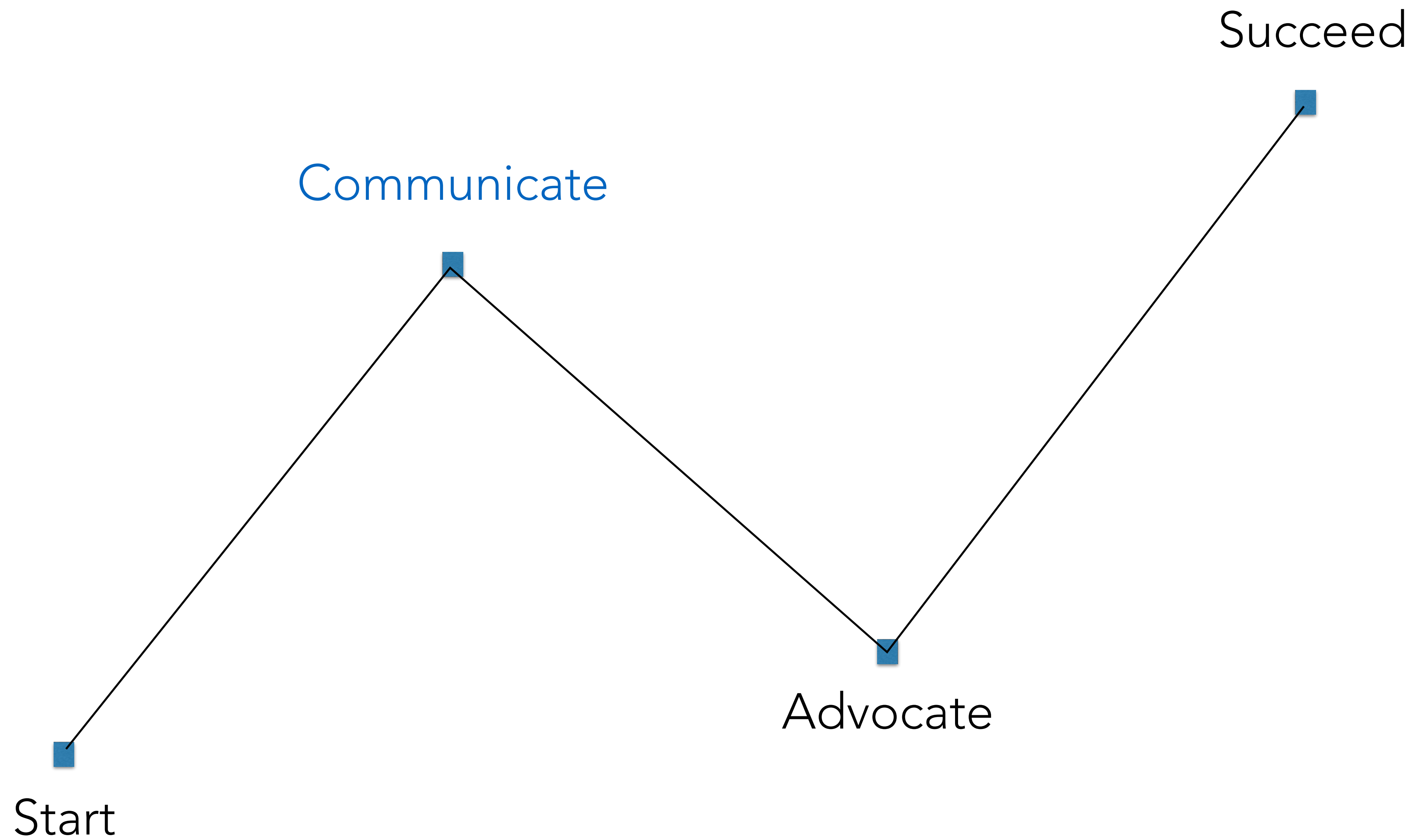


# Hands-on Exercise

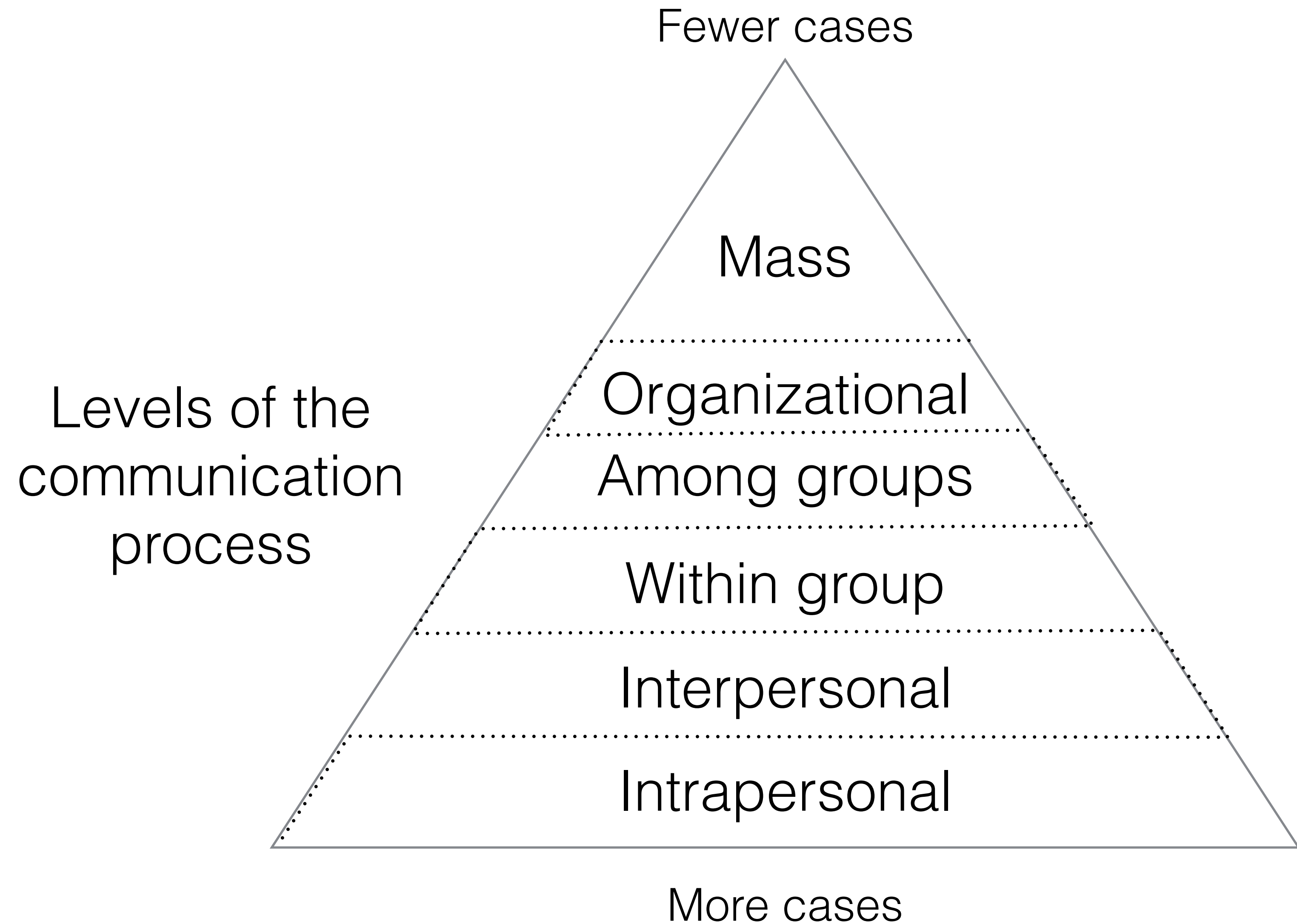
- 1. Define your problem for advocacy communication (think about decision makers, not only general audiences)! What would you like to solve at the level of your organization, your country or internationally?
- 2. Formulate your advocacy goal in three sentences, stating what would you like to achieve, in what timeframe and what budget?







# Communications Pyramid



Source: Dennis McQuail

# Instruments for Communication

- Traditional vs less traditional.
- Campaigns, outreach, media & social media.
- More visual/audiovisual communication, less textual communication.
- Event communication vs direct communication.





# Audiences

- For communication: different general audiences.
- For advocacy: policy and decision makers, funders.



# Messages

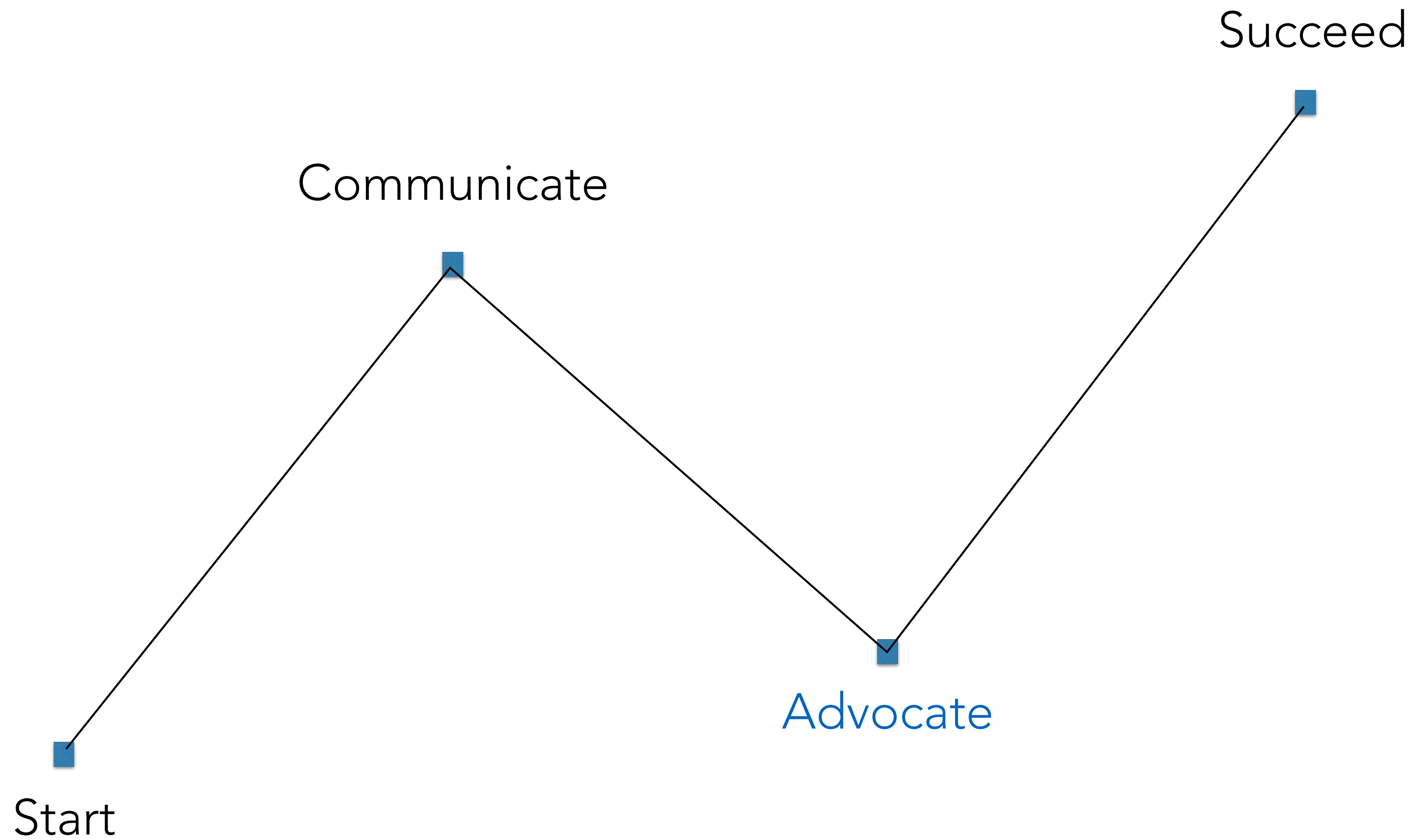
- Message explains in a nutshell your problem and main arguments why your audience should care and what they should do to help you solve your problem.
- Messages are afterwards included into your various communication materials/ appearances.



# Hands-on Exercise

- Craft two to three-sentence messages that correspond to your advocacy goals for:
  - 1. communication with general audiences; and
  - 2. advocacy with decision makers!





Have a coffee  
with someone








# Instruments

- One-on-one meetings with decision makers, elevator pitches.
- Formal conferences, roundtables.
- Outreach events for stakeholders, letters of support.
- Media (radio, TV, press) and social media appearances.

- 
- Partnerships should be mutually beneficial.

Partnerships



- Take advantage of policy documents at all levels - international, national, regional, local. Read them, spot your opportunities.

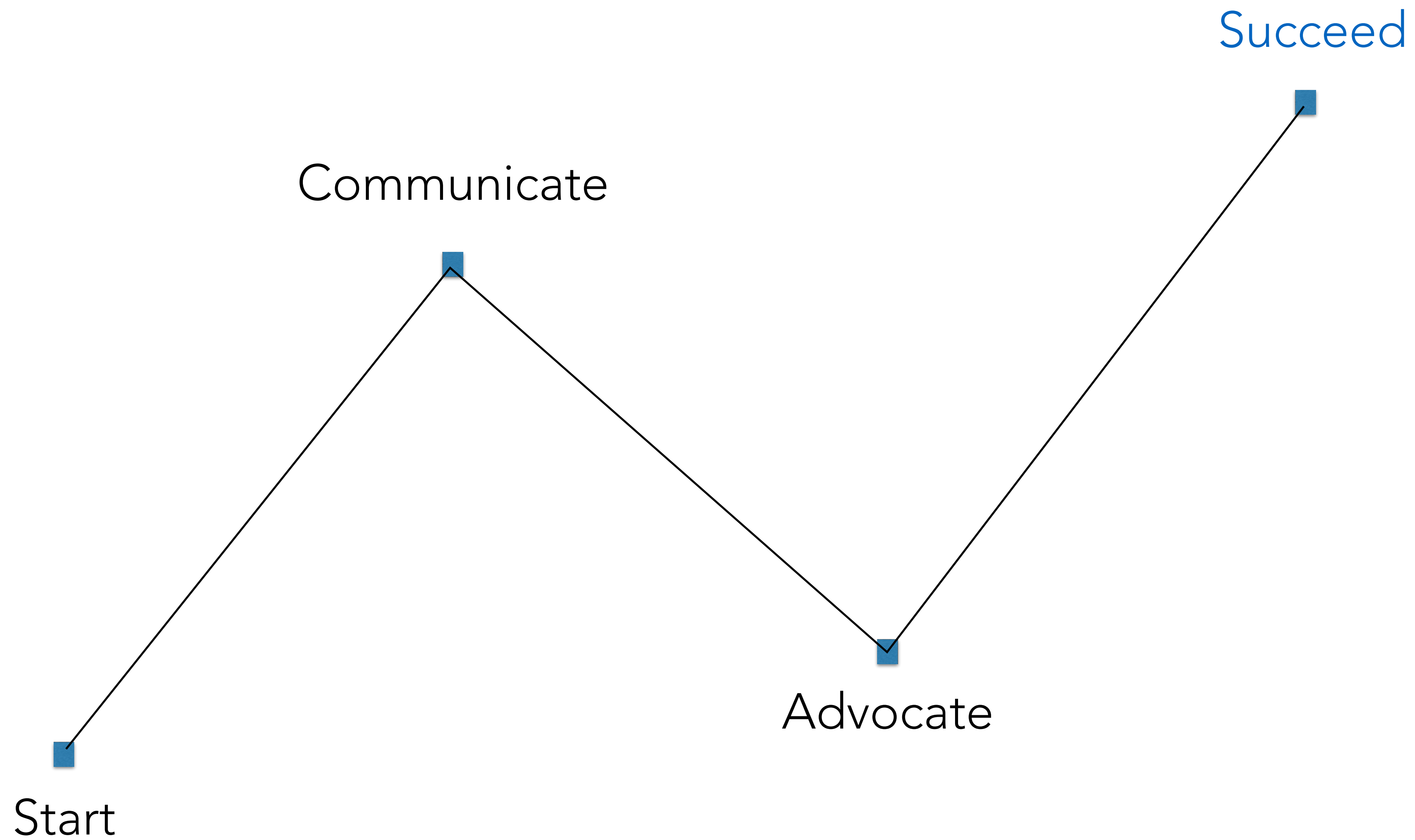
- Take audience needs/wishes into account. Do not do a project just because, do it because your audience needs it.

# Important for Advocacy

# Hands-on Exercise

- Come up with your advocacy action plan:
  - 1. activities on a timeline; and
  - 2. evaluation/impact measurements.





# Emotional intelligence

- All communication involves emotions.



# Communication Trends 2016

1 | Content marketing revolution: content is the king, integrated communication - his queen.

2 | Visual: people remember only 20% what they read, 83% or learning occurs visually.

3 | Virtual reality goes mainstream.

4 | Keep going mobile.

5 | Real time marketing: more widespread.

6 | Improve the quality of photos.

# Where do we start?

- Strategic planning is dead. There are new ways to face the future.
- Shift your focus to team and culture. Great team and sustainable culture is the answer.







Thank you!  
Communicate,  
Advocate,  
Succeed!

with K a s p a r s R ū k l i s, Advocacy  
Communications Trainer

Photos by Journal.dance.lv and Iveta Vaivode

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