

## **Communications Capacity Building Program for Developing Member Countries' Communications Offices**

**Date: 27-29 August 2019**

**Venue: Amazon Meeting Room, 30<sup>th</sup> Floor, Millennium Hilton Bangkok Hotel,  
123 Charoennakorn Road, Klongsan, Bangkok, Thailand**

### **A. ABOUT THE PROGRAM**

The program seeks to strengthen the capacity of government communicators, especially in planning and finance ministries, working in ADB's developing member countries (DMC).

The program will draw upon the shared experiences of government communicators, external media and communications experts, and ADB communications staff to provide insights and learnings of best practices in communications that can be practically applied to government agencies to help them navigate the increasing demands from stakeholders and the public for transparency and accountability.

Participants will examine and discuss the use of various communication platforms (traditional media, social media, websites) and tools to implement and execute communications strategies and plans, and constructively engage with stakeholders and the public on government policy, programs, and projects.

Using ADB's knowledge services<sup>1</sup> as a case study, the program will also focus on effective models and methods for knowledge dissemination and content strategies, as well as web and social media strategies, that can help to build trust and create an environment for dialogue, engagement, and openness, as well as the application, generation and sharing of development knowledge within countries and within the region.

### **B. PARTICIPANTS**

- Officials leading the communication functions under the central government ministries of planning and finance;
- ADB staff and external experts as resource persons.

### **C. LEARNING OUTPUTS**

- Learn best practices in communications to effectively and strategically communicate government policy, programs and projects to stakeholders and the public.
- Learn how to utilize and contribute to Development Asia as a knowledge sharing platform to connect with subject experts from ADB and its knowledge partners.<sup>2</sup>

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<sup>1</sup> Knowledge services include ADB websites such as ADB.org and its Business Center, Asian Development Blogs, ADB Data Library, Development Asia and its ADB Knowledge Events subpage.

<sup>2</sup> ADB's knowledge partners share their knowledge products through Development Asia. Examples of those sharing contents are: CENTRE for Liveable Cities Singapore, Islamic Development Bank, Japan International Cooperation Agency, Korea Institute of Finance, Korea Development Institute, Korea Institute of Civil Engineering and Building Technology, and The Korea Transportation Institute.

## D. SCHEDULE

Day 1, 27 AUGUST	
08:00 – 08:30	Registration
08:30 – 08:35	<p><b>Welcome</b></p> <p>Speaker:  <b>Vicky Tan</b>, Principal Director, Department of Communications (DOC), Asian Development Bank (ADB)</p>
08:35 – 9:00	<p><b>Program Overview and Introductions</b></p> <p>Emcee:  <b>Young Uck Kang</b>, Communications Specialist, ADB</p>
09:00 – 10:30	<p><b>Session 1:</b>  <b>Communicating for Development in The Modern Media Landscape</b></p> <p>Speakers:  <b>David Kruger</b>, Director, Media and External Relations Division, ADB  <b>Andrew Perrin</b>, Senior Communications Specialist, ADB</p> <p>The rapid growth of the internet as a mass medium of information and communication exchange has presented an opportunity for governments and development organizations to encourage more stakeholders to participate in the development process than ever before.</p> <p>This dramatic shift in the way we communicate and exchange information requires modern communicators to rethink traditional models of communications practices, and to consider how they can work effectively and constructively in support of their government's development goals while navigating the increasing demands from stakeholders and the public for transparency and accountability.</p> <p>In this session, ADB communications specialists provide:</p> <ul style="list-style-type: none"> <li>i) an overview of the modern communications landscape in Asia and the Pacific</li> <li>ii) how ADB's communications strategies and practices have evolved over the past decade to respond to the advances in modern communication technology and the information revolution.</li> </ul> <p>Presentation: 2 x 20 minutes</p> <p><u>Group Discussion Topic:</u>  How has your government's communications approach changed to respond to advances in modern communication technology and the information revolution? What are the biggest communications challenges your government office is facing?</p> <p>Discussion: 45 minutes</p>
10:30 – 11:00	Break

11:00 –12:30	<p><b>Session 2:</b>  <b>Building Public Support for Government Development Initiatives (Part 1): Case Study from the Republic of Korea</b></p> <p>Speaker:  <b>Young Uck Kang</b>, Communications Specialist, ADB</p> <p>Engaging with stakeholders and building consensus for government policy, programs or projects is a critical role for government communicators. In this session Young Uck Kang takes us back to the 1980s to examine the Republic of Korea’s communication and media strategy to win support for its transition from a planned to a market economy.</p> <p>Presentation: 40 minutes</p> <p><u>Group Discussion Topic:</u>  What kind of communications approaches does your government ministry take to introducing major policy or program reforms to the public? What works? What doesn’t work? Please share your experiences.</p> <p>Discussion: 45 minutes</p>
12:30 – 14:00	Lunch at the Flow Restaurant, Lobby Level, Millennium Hilton Bangkok Hotel
14:00 – 15:10	<p><b>Session 3:</b>  <b>Building Public Support for Government Development Initiatives (Part 2): Case Study from Pakistan</b></p> <p>Speaker:  <b>Andrew Perrin</b>, Senior Communications Specialist, ADB</p> <p>Andrew Perrin reviews a recent case of an ADB urban transport project in Pakistan that attracted a lot of attention in traditional and social media, and presented a series of complex communications challenges for the local government.</p> <p>Presentation: 30 minutes</p> <p><u>Group Discussion Topic:</u>  What kind of communications approaches does your government ministry take to addressing crisis, risk, or reputational issues around a specific policy, program or project? Please share your experiences.</p> <p>Discussion: 35 minutes</p>
15:10-15:30	Break
15:30-17:00	<p><b>Session 4:</b>  <b>Working with International Media</b></p> <p>Panel:  <b>Kay Johnson</b>, Bureau chief, Thailand, Reuters News  <b>Shawn Crispin</b>, Southeast Asia editor, Asia Times  <b>Dominic Faulder</b>, Senior editor, Nikkei Asian Review</p>

	<p><b>Peter Janssen</b>, Freelance journalist, South China Morning Post, Asia Times, Nikkei Asian Review, The Banker</p> <p>Moderator: <b>Andrew Perrin</b>, Senior Communications Specialist, ADB</p> <p>Government communicators are often familiar and comfortable working with local media and making them an important part of a media strategy. Less well known and understood, and often overlooked, is the international media, those foreign media organizations who have correspondents either based in your country or flown in to report the news. What they report often shapes the way your country is perceived by the rest of the world, so it's important to understand how they operate and what kind of stories interest their audience.</p> <p>In this session, we welcome four experienced foreign correspondents who will discuss how they operate, how they select stories to cover, the expectations of the news organizations they work for and the audience at home they report for, their experiences of dealing with government press officials, how foreign reporting has changed in an age of instant communications and social media, as well as explain and discuss important journalism concepts and issues such as press freedom, ethics, objectivity, bias, and censorship.</p> <p>Presentation: 45 minutes</p> <p><u>Group Discussion Topic:</u>  What have been your experiences working with foreign media – positive or negative? Do you find them less reliable or more reliable than local media to report the news accurately and fairly? Do you trust the foreign media? Are they a part of your media strategies? Please share your experiences and take this opportunity to ask questions of the panel.</p> <p>Discussion: 40 minutes</p> <p><b>Note:</b> Chatham House rules apply to this session.</p>
<b>Day 2, 28 AUGUST</b>	
09:00 – 10:30	<p><b>Session 5:</b>  <b>Digital by Default</b></p> <p>Speaker:  <b>Christopher Charleson</b>, Communications Specialist, ADB</p> <p>“Digital by default” is the assumption that information will be made publicly available in the interest of transparency, in contrast to historic approaches in which openness was an exception by conscious choice in particular circumstances. This approach means designing communications tactics and approaches around the web as the core channel, rather than as an afterthought.</p> <p>In this session, ADB’s web manager, Chris Charleson will provide an insight into ADB’s web strategy and structure, how it supports ADB’s Access to Information policy, and how the user-driven experience of accessing information is now at the forefront of everything ADB does online – from its Data Library to its Annual Report Progressive Web App.</p>

	<p>Presentation: 40 minutes</p> <p><u>Group Discussion Topic:</u> Is your ministry’s website an important part of your communication strategy, or just an afterthought? What do you do well and what could be improved? Share your experience.</p> <p>Discussion: 45 minutes</p>
10:30 – 11:00	Break
11:00 – 12:30	<p><b>Session 6:</b> <b>Social Media: Opportunities and Challenges</b></p> <p>Speaker: <b>Andrew Perrin</b>, Senior Communications Specialist, ADB</p> <p>Increasingly, there is a shift in communications approaches among governments and development organizations as they look to move away from the traditional forms of one-way communication, or the “tell and sell” model, to a more participatory and inclusive approach of fostering meaningful two-way communication and engagement. This increased focus on dialogue and engagement is in part a result of the impact of social media in shifting expectations of communication as a conversation. This shift presents both opportunities and challenges for communicating in the public sector.</p> <p>In this session, Andrew Perrin, discusses ADB’s approach to the management and use of its corporate social media and web channels, and the content and messaging approaches it has adopted to achieve its communication and knowledge objectives to promote the Bank’s development agenda.</p> <p>Presentation: 30 minutes</p> <p><u>Group Discussion Topic:</u> How does your government ministry use social media? How effective has it been? What are the opportunities and challenges you see, or have experienced, for using social media as a platform to build trust for your ministry and engage with stakeholders?</p> <p>Discussion: 45 minutes</p>
12:30-14:00	Lunch at the Flow Restaurant, Lobby Level, Millennium Hilton Bangkok Hotel
14:00–15:30	<p><b>Session 7:</b> <b>How to Build A Brand Online</b></p> <p>Speaker: <b>Francesca Ayala</b>, Senior Account Director, TVC Group</p> <p>In a crowded, noisy marketplace, it’s vital to streamline communications to establish a strong identity and message. In this session, Francesca Ayala shares her experiences of helping private sector companies communicate effectively and build their brands online. She will discuss the importance of consistent messaging</p>

	<p>and speaking with one voice; how to tell stories – through words, pictures or images – to establish connections with your audience; and how to create, implement and measure a social media strategy that aligns with your organizations goals.</p> <p>Presentation: 60 minutes</p> <p><u>Group Discussion Topic:</u> What strategies or techniques can you take away from the way the private sector uses social media and how could you apply those lesson to your own ministry to achieve your communication goals.</p> <p>Discussion: 30 minutes</p>
15:30 – 15:50	Break
15:50 – 17:00	<p><b>Session 8: Learning from Each Other</b></p> <p>Moderators: <b>Vicky Tan</b>, Principal Director, Department of Communications, ADB <b>Dave Kruger</b>, Director, Media Affairs and External Relations, ADB</p> <p>In this session participants will have the opportunity to make a short 5-10 minute presentation to describe their work and share examples of their organization’s communications strengths and areas where they think it could be improved. The aim of this session is to both learn from other’s experiences (their successes and failures) and also to seek solutions from the group for any communications challenges you may face in your work.</p> <p>Discussion: 70 minutes</p>
18:00 – 20:00	<p><b>Dinner Reception</b></p> <p>Hosted by: <b>Mr. Hideaki Iwasaki</b>, ADB Country Director for Thailand</p> <p>Venue: Maya Restaurant, 3<sup>rd</sup> floor, Millennium Hilton Bangkok Hotel</p>
<b>Day 3, 29 AUGUST</b>	
08:30 – 09:30	<p><b>Session 9: Conversations on Effective Communications with Mr. Jason Chung, Alternate Executive Director for United States, ADB</b></p> <p>Moderator: <b>Vicky Tan</b>, Principal Director, Department of Communications, ADB</p>
09:30 – 11:00	<p><b>Session 10: Using Open Knowledge to Improve Development Outcomes</b></p> <p>Speaker: <b>Young Uck Kang</b>, Communications Specialist, ADB</p> <p>Many developing countries face gaps between their current reality and preferred future. Access to development knowledge is critical to overcome the gap and improve the lives of their people.</p>

	<p>In this session, Young Uck Kang explains how the solutions to many development challenges are available to them on the internet. Using ADB’s Development Asia website as an example, he will demonstrate how to find practical, how-to development solutions that draw upon best practice cases from other countries or regions, technology applications, and policy studies. The session will also help participants to identify and connect with development experts from ADB and its partners to find localized solutions together.</p> <p>Presentation: 40 minutes</p> <p><b>Team Exercise: Connecting with Development Experts</b></p> <p>Moderator: <b>Michaela Conine</b>, Digital Media Specialist/Consultant</p> <p>Participants will learn how to access knowledge and connect with experts on ADB’s Development Asia website.</p> <p>Exercise: 45 minutes</p>
11:00 – 11:30	<p><b>Session 11: Contributing to Development Asia</b></p> <p>Speaker: <b>Young Uck Kang</b>, Communications Specialist, ADB</p> <p>Development Asia is the ADB’s knowledge collaboration platform for sharing development experience and expertise, best practice, and technology relevant to the Sustainable Development Goals. In this session, participants will learn how their governments can share their own development experiences, solutions and expertise on the website, for use by other countries in the region.</p> <p>Presentation and discussion: 30 minutes</p>
11:30 – 12:00	<p><b>Closing</b></p> <p>Speaker: <b>Vicky Tan</b>, Principal Director, Department of Communications, ADB</p>