DPI/NGO COMMUNICATIONS WORKSHOP

The Art of Persuasion: How to Influence and Mobilize for your Cause in Support of the Sustainable Development Goals

Thursday, 8 December 2016, United Nations Headquarters
Morning session: 10 a.m. to 12 p.m., Conference Room 4
Afternoon session: 1:15 p.m. to 4 p.m., Conference Room 11

Communicating effectively with your key constituencies about your organization’s issues and in supporting the Sustainable Development Goals are important strategies for the success of NGOs. This workshop will provide information for NGOs who wish to engage their members and constituencies through various forms of communication, with an emphasis on digital platforms such as social media. The morning session will go over the importance of organizational communications, terminology, evolution of social media, suggested apps for NGOs of various sizes, a tour of “what works” along with an overview of potential obstacles.

Your organization’s approach to communications will be explored with the objective of improving and enhancing the connections you make with those who impact your work and those who you represent.

This workshop will seek the input of those in attendance and will focus on the unique needs of NGOs who attend in person or via webcast. This workshop is about “you” and the organizers seek to make it a meaningful, useful, and interactive event.

Attendees can expect to gain at least ten key pieces of advice that will help their NGOs enhance their communications effectiveness with constituencies, members, and policy decision-makers, especially as we work toward achieving the sustainable development goals as well as understanding how the SDGs can help communicate our NGO’s message.

Morning Session Topics

- The importance of NGO communications
- Do you have the correct infrastructure for your communication efforts?
- Knowledge of your target audience
- Communication disasters and how to avoid common errors
- Evolving and current state of social media platforms
- Is digital versus print an “either/or” for NGOs?
- What you hope to gain by attending this workshop
- What works for small, medium, and large organizations
- Methods of communicating with key constituencies
- How to attract the attention of the intended audience
- Specific communication tactics
- Software samples that have worked for other NGOs

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Afternoon Session

Those who attend the afternoon session will engage in creating the components of an actual work plan for their NGO. Attendees will hear from organizations that have implemented both low tech and high tech platforms to promote the mission of their organizations.

Discussion will also include how to help your organization migrate from a traditional communication model to one that evolves toward thought leadership on the subject of influence, advocacy, and persuasion.

Attendees can expect to gain an additional five useful tips about using effective communications to influence and mobilize the interests of their NGO.

Workshop Leaders

**Adele Cehrs (@EpicBVA)**, founder and CEO of Epic PR Group and author of Spike Your Brand ROI, has more than 20 years' experience in the PR and marketing industry. She is a regular contributor to Inc and the Wall Street Journal.

Cehrs has served as a strategist, corporate counsel, and crisis-management adviser for clients such as Yum Brands, Johnson & Johnson, Lockheed Martin, Verizon, and Georgetown Cupcake.

Before starting her own company, she was an executive at top PR firms including TSI Communications and Ogilvy Public Relations Worldwide. She served as a spokesperson for companies such as DuPont, 1-800-Flowers, and DirecTV. She has media-trained numerous CEOs and spoken at hundreds of events.

**Richard Yep (@RichYep)** is a Certified Association Executive and a Fellow of the American Society of Association Executives. He is the Chief Executive Officer of the American Counseling Association, an organization with more than 56,000 members representing professional counselors who work in education, private practice, and community mental health agencies. Rich has worked for ACA for more nearly 30 years, the past 17 as the Association’s CEO.

Richard has presented on various issues impacting NGOs and other not-for-profit organizations relative to public policy advocacy, communications, and leadership development.

Richard is a member of the NGO/DPI Executive Committee and he chairs the Communications Subcommittee. A native of California, he resides in Alexandria, Virginia with his wife and two energetic English Labrador Retrievers.

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