

**JOIN US!****DEVELOPING A
COMMUNICATION
STRATEGY****Thursday 16 December 2021
1pm - 3pm GMT / 2pm-4pm CET****COMSFORUS WORKSHOP****ABOUT THE WORKSHOP**

Following the workshop on digital challenges, in the framework of the ComsForUs working group, we would like to invite you to **the next workshop on Thursday 16 December (1pm - 3pm GMT / 2pm-4pm CET) on how to develop a communication strategy**. The objective of this workshop is to share tips and to hear about your expectations regarding Forus' communication strategy, in order to integrate your inputs & identify possible synergies.

- **The workshop will have simultaneous interpretation** in English, French and Spanish.
- Find the **Agenda** below
- **Please register [here](#)**, do not hesitate to contact us for further information at: communication.support@forus-international.org

SHARE YOUR COMMUNICATIONS PRIORITIES**COMPLETE THE MICRO-SURVEY****WE LOOK FORWARD TO SEEING YOU!****REGISTER HERE**



AGENDA



INTRODUCTION

- Icebreaker
- Presenting the Objectives of the workshop

PART 1

Presenting Forus brand identity & new communication strategy

- What is the way forward in terms of communications? What efforts are we placing on collaboration and on showing the impact of the network with storytelling and data.
- **Collective brainstorming:** What are some features unique to the Forus network? *Collective jamboard + discussion*

PART 2

Identifying expectations and potential for synergies in terms of communications.

What does « connect » / « support » / « influence » mean to the Forus network in terms of communication?

- Presenting our work priorities for 2022
- **Collective brainstorming:** What type of support you need in 2022? Are there campaigns and initiatives you would like to collaborate on?
Collective jamboard + discussion

PART 3

What are some communications practices that work in your own network and that the Forus network could learn from?

- Collective discussion and presentation of the Forus micro-survey