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**GIZ - TVET - AGENDA**

**COMMUNICATION & INCLUSION TRAINING WORKSHOP**

**FOR STAFF OF TVET INSTITUTES**

**(**June 7 - 9, 2023, Ho Chi Minh City)

**Coach:**

* Ms. Nguyen Huong Giang, Communication Specialist
* Ms. Do Thi Huyen, President of Hanoi Association of People with Disabilities

**Moderator:** Vu Minh Huyen, Communications Officer, TVET, GIZ

**Participants:** 25 PR focal points from 11 partner colleges

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| ***Time*** | ***Content*** | ***Practise*** |
| **Date 1: 7/6/2023** | **Module 1+2+3** |  |
| 09:00 – 09:15 | **Opening:**   * Introduce participants * Introduction of training content : towards the goal of sharing experiences and practicing skills. The coach accompanies, supports them to create solutions together. * Group photo | **Divide into 5 groups and assign tasks to the final practice exercise:**  → 03 groups will work on a communications plan for the college.  → 02 groups will work on a communication plan for an occupation GIZ supports: Example: Wastewater treatment. |
| 09:15 – 10:30 | **Module 1: SWOT analysis**   * Coach provides example of SWOT analysis with questions for each part of the model (Show Demo file) * Groups practice on A0 paper a SWOT analysis of a given project. Groups present their SWOT analysis. * Participants from other groups provide comments.   Coach comments, analyses the content for each group. |  |
| 10:30 – 10:40 | Tea break |  |
| 10:40 – 12:00 | **Module 2:** Sharing communication strategies based on SWOT analysis: Wastewater Treatment Occupation (CTC1, HueIC, HVCT)  → Colleges ask interactive questions, share experiences, discuss opportunities and challenges.  → Coach analyses and shares opinions from an expert perspective on how to implement the strategies of schools, propose innovative and creative solutions. | Groups conduct SWOT for their groups, 1-2 groups share the discussion of the group |
| 12:00 - 13:30 | Lunch break |  |
| 13:30 – 14:50 | **Module 3: Defining Objectives and Strategic Direction**   * Coach guides the use of Mindmap goals and long-term communication strategy orientation (Show file Demo). | Groups conduct discussions, define communication goals, and frame the overall communication strategy according to long-term goals. |
| 14:50 – 15:00 | Tea break |  |
| 15:00 – 16:30 | * Groups present goals, long-term strategic direction. * Other groups participated in commenting, supplementing and sharing experiences. * Coach analyses, orients, makes suggestions, supplements, edits. | Homework: Participants pay attention to the touchpoints of the College of Technology II, take notes for the next day to discuss in the field trip. |
| **Date 2: 8/6/2023** | **Module 4+5** |  |
| 08:30 – 11:30 | **Module 4: Field Trip:** College of Technology II (HCMC)   * Programme Introduction + Group Photo * The role of digital transformation in the college's brand communication strategy. What digital solutions have been applied in brand communication and admissions activities of the college. * Discussion and ask questions, exchange experiences on communication in the digital age. * School tour * Discussion session, analysing brand touchpoints and brand experiences. |  |
| 11:30 – 13:30 | Lunch break |  |
| 13:30 – 14:50 | **Module 5: Strategy + Preliminary Plan**   * Coach guides the development of strategy + preliminary planning according to the process: (With examples of Mindmap and Excel)   → Identify the key message  → Identify keywords/media angles  → Identify communication tools, creative implementation methods + communication data | Discussion groups, implementation follow the instructions on A0 paper or mindmap + excel file on the computer |
| 14:50 – 15:00 | Tea break |  |
| 15:00 – 16:30 | **Module 5: Strategy + Preliminary Plan (continued)**  → Determine communication channels, frequency, time, resources, budget  → Expected communication effectiveness, measurement and evaluation methods | Discussion groups, implementation follow the instructions on A0 paper or mindmap + excel file on the computer |
| **Date 3: 9/6/2023** | **Module 5+6** |  |
| 09:00 – 9:15 | **Module 5: Strategy + Planning**   * Groups have 15 minutes to complete their group work |  |
| 9:15 – 9:55 | Group 1’s presentation (20 minutes of presentation & 20 minutes of Q&A, feedback) | Groups present their summative of the workshop |
| 9:55 – 10:05 | Tea break |  |
| 10:10 – 10:50 | Group 2’s presentation (20 minutes presentation & 20 minutes Q&A, feedback) | Groups present their summative of the workshop |
| 10:55-11:35 | Group 3’s presentation (20 minutes presentation & 20 minutes Q&A, feedback) | Groups present their summative of the workshop |
| 11:30-12:00 | Lecturer Summary  After training, schools can develop specific communication and inclusion strategies of their schools and send to GIZ for feedback, suggestions | Groups present their summative of the workshop |
| 12:00 - 13:30 | Lunch break |  |
| 13:30 – 14:50 | **Module 6: Inclusion in Communication and Training**  - Sharing about social inclusion model with people with disabilities  - Some barriers for people with disabilities when integrating into society | Participants exchange and share |
| 14:50 – 15:00 | Tea break |  |
| 15:00 – 16:30 | Exchange:  - Images of people with disabilities in the media today  - Promote an inclusive approach to admissions and communication | Group division, exchange, presentation |
| 16:30 - 17:00 | Recap |  |

***Classroom Requirements***

* The classroom has tables in groups of 5. The whole class is divided into 5 groups.
* In each group, there is a flipchart board + A0 paper, yellow notepad, A4 paper, blue + red marker, ballpoint pen + ruler.
* Teachers bring personal computers to use documents on Google Drive.