

CEV Webinar

“Lights, Camera, Action: Communicating on Volunteering & Solidarity in the digital age”

Agenda

13:30-15:30 (CEST), 10 February 2021 | Location: Online, Zoom

This capacity building webinar is designed to offer insights into the most effective tactics for communicating online and to create a setting to discuss, share and learn about the challenges and opportunities CEV members have when communicating about their work and impact online and offline. The webinar will have an interactive format, meaning participants will have the opportunity to interact and work with other participants to explore solutions and share knowledge with fellow practitioners in the CEV network.

The webinar will include a presentation of the most effective tools to employ when communicating online and opportunities to amplify the organisation’s voice using online channels, as well as messaging strategies to ensure the most impact from communications.

Time	Activity
1:30 pm – 1:40 pm	Welcome and Introduction
1:40 pm – 1:50 pm	Communicating in the Digital Age – challenges and opportunities
1:50 pm – 2:00 pm	Group work – identifying key challenges in communicating about volunteering and solidarity online
2:00 pm – 2:15 pm	Messaging strategy, part I: How to build an impactful message – the 5Ws structure
2:15 pm – 2:25 pm	Individual work – identify the 5Ws in a piece of comms you created or will create
2:25 pm – 2:35 pm	Sharing and discussing examples from the participants.

2:35 pm – 2:50 pm	Messaging strategy, part II Channel mix and channel specific characteristics for the content: text, graphics, video etc.
2:50 pm – 3:00 pm	Most effective tools for communicating online: interactive is the new black.
3:00 pm – 3:15 pm	Group work – come up with a mix of tactics for a campaign to communicate diversity in volunteering: what channels, what messages and what graphics would you use? Start from your 5Ws
3:15 pm – 3:25 pm	Sharing ideas on tactics from different working groups
3:25 pm – 3:30 pm	Closing remarks