

REFORM COMMUNICATION: LEADERSHIP, STRATEGY AND STAKEHOLDER ALIGNMENT

June 1 - June 12, 2015
University of Southern California
Los Angeles



The World Bank-Annenberg Summer Institute is designed for leaders, strategists and advisors who want to strengthen the critical communication skills and tools required to support change agents and reform initiatives in developing countries.

During the 10-day program, participants will learn the most recent advances in strategic communication and proven techniques in reform implementation. Participants will develop the skills required to bring about real change, leading to development results. Leaders will connect with a global network of development professionals working on initiatives in the public, private and non-profit sectors.

Participants will acquire critical skills in five key areas:

- Interpreting and using political analyses
- Crafting multi-stakeholder collaboration, coalition and network building strategies and tactics to support reform
- Developing strategic communication skills that lead to development results
- Leveraging social/digital media tools and analytics effectively
- Building communication metrics and applying monitoring and evaluation frameworks relevant to reform

Faculty

The course will be taught by leading experts from the World Bank Group, External and Corporate Relations (ECR), Operational Communications unit; the World Bank's Leadership, Learning and Innovation Group (LLI); the Annenberg School for Communication and Journalism at the University of Southern California; and the Annenberg School for Communication at the University of Pennsylvania.

Who Should Apply?

The course is intended for professionals working on reform initiatives around the world including: strategists, government advisors, senior development practitioners, communication professionals, social entrepreneurs and executives who want to build leadership capacity and effect change.

Successful applicants will possess:

- A minimum 10 to 15 years of professional experience with a focus on multi-stakeholder engagement.
- A master's degree or equivalent experience in communication, public affairs, political science, international relations, economics, or related field.
- Fluency in spoken and written English.

How To Apply

Please visit our website at www.wbasc.net and fill out the 2015 application form. A Selection Committee will review applications and notify those accepted via email. Space is limited.

Application Deadline

December 31, 2014

Program Fee

The program fee includes daily instruction, case materials, and meals during the sessions. Participants will also visit a leading entertainment, advertising or media company.

Program Tuition

	Early Program Fee until Jan. 16, 2015	Early Program Fee until Feb. 13, 2015	Program Fee after Feb. 13, 2015
Corporate Rates	\$6,375	\$6,750	\$7,500
Government/ Non-Profit Rates	\$4,250	\$4,500	\$5,000

SUMMER INSTITUTE ALUMNI

Louise Agersnap

UNITED NATIONS DEVELOPMENT GROUP

“Communication is key to almost everything we do and this is a course that will make you a powerful communicator in almost all contexts.”

Tunya Celasin

WORLD BANK/TURKEY

“I absolutely would recommend this program to any communications person in the business, let it be sort of in the public sector side, let it be in private sector, or in an international organization like mine.”

Jackie Sutton

UNITED NATIONS DEVELOPMENT PROGRAM

“The Annenberg School for Communication and Journalism is known across the world and that’s the reason why I wanted to come here.”

Tunji Lardner

WEST AFRICAN NGO NETWORK

“The idea of having a program that focuses on the business of governance and then embedding communications as being central to the process of delivering reforms appealed to me greatly.”

Farzana Ahmed

ASIAN DEVELOPMENT BANK

“It’s a great opportunity to learn and the greatest experience actually has been learning from each other.”



Background

In 2011, the above-mentioned partners piloted a 10-day Executive Course aimed at strengthening the capacity of developing country professionals by focusing on communication strategies that can help enhance political, social and organizational will for reform and development.

The course introduced cutting-edge knowledge in three complementary areas: political economy analysis, strategic and political communication, and change management. From a pool of more than 400 applicants, a total of 40 senior development practitioners and communication professionals from 19 countries in Africa, Asia, Latin America, and the Middle East were selected to participate.

The partners are working to develop online platforms for continuous knowledge exchange and learning to support the engagement of course alumni and promote the formation of active practitioner networks.



Los Angeles: Where Business, Innovation and Media Intersect

Los Angeles is one of the most important media centers in the world. Here, participants get an insider’s view of social marketing, technology, and entertainment as vehicles for policy change and implementation.