

Draft Agenda: Learning to Lobby Training Day, 17<sup>th</sup> June 2010, [St Albans Centre](#)

9.00am	Registration and coffee
9.15-9.30	<b><u>Introduction to the course and participants</u></b> - <i>Hannah Stoddart, SF</i>
9.30-11.00	<b><u>Learning to Lobby – how to have impact at an intergovernmental meeting</u></b> - <i>Felix Dodds, SF</i> <ul style="list-style-type: none"> <li>- Understanding the process of engagement and advocacy at an intergovernmental level</li> <li>- An overview of Multilateral Environmental Agreements and the UN system</li> </ul>
11.00-11.15	Coffee
11.15-12.15pm	<b><u>The Role of media</u></b> - <i>Richard Black, BBC</i> Learn how to effectively work to gain media coverage of your issues by mainstream news media. Understand logistics and strategies for: <ul style="list-style-type: none"> <li>- Approaching and communicating with journalists</li> <li>- Communicating through and with local and national media</li> <li>- Accessing international media at intergovernmental meetings</li> <li>- Organizing press conferences</li> <li>- Setting broader communications strategies</li> </ul>
12.15-1.15	Lunch
1.15-2.15	<b><u>Negotiations from a Government Perspective</u></b> - <i>Derek Osborn, SF</i> <ul style="list-style-type: none"> <li>- A government perspective on how to influence decision-makers in the intergovernmental context</li> <li>- A perspective from the Head of Delegation for the UK government at the Rio Earth Summit</li> </ul>
2.15 – 3.00	<b><u>Role Play</u></b> Participants enact scenarios based on what they have learned from an NGO, media and government perspective
3.00 – 3.15	Coffee
3.15 – 4.15	<b><u>Understanding the Millennium Development Goals +10 Review</u></b> - <i>Elvira Kanichay, Bond</i> <ul style="list-style-type: none"> <li>- Background to and objectives of the MDG+10 review</li> <li>- How it works and how to engage</li> </ul>
4.15 -5.15	<b><u>Understanding the United Nations Framework Convention on Climate Change</u></b> - <i>MJ Mace, FIELD</i> <ul style="list-style-type: none"> <li>- Background to the UNFCCC and its subsidiary bodies</li> <li>- Status of the negotiations and political dynamics</li> <li>- How to engage with maximum impact</li> </ul>
5.15 – 5.30	Wrap up