

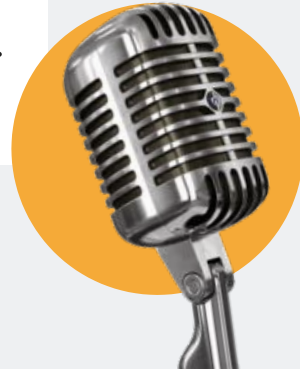


ARUKAH NETWORK'S

COMMUNICATIONS AND ADVOCACY TRAINING

ONLINE VERSION

Uniting wisdom from UK media, African community leaders and global consultancy firms, this course is for people and groups with a social purpose, who want to increase their impact through compelling communication.



This basic online version of our course consists of a quiz, 4 short videos, a workbook, and some further reading.



You can complete it on your own, but it is designed to be completed as a team, with discussion points throughout.



We suggest spending about half a day on it with your team. Or you can do one module at a time, when you are able.



ARUKAH NETWORK



COURSE CONTENT



CLARIFYING PURPOSE

Making your purpose clear and putting it at the centre of your communications



UNDERSTANDING AUDIENCE

Developing ways to build a meaningful relationship with your audience



CRAFTING MESSAGES

Exploring tools and styles for making your message clear and compelling



CREATORS



JAKE

Our Communications Co-ordinator and ex-BBC News Studio Director



ELIZABETH

A writer, one of our network's leaders, & a local UK Councillor



KEMOH

A popular Sierra Leonean scriptwriter famous for the soap 'Atunda Ayende'

With input from global consultancy firms through the 'BeyondMe' scheme

ENROL



VISIT

arukahnetwork.org/training

