

Course Curriculum

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| To be reviewed by <i>February 2023</i> | Activity number 06A | Course for Press and Public Information Officers | ECTS 3 |
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| <p><u>Target audience</u></p> <p>Participants (max 25) should be preferably senior level experts (civilians or civil administration and military personnel) that work in areas related to crisis management in the wider context of CFSP/CSDP, or work currently in a crisis area or can be prospective participants in the future EU missions or operations. Another important target audience are communication professionals interested in working in a CSDP Mission/Operation. Priority is given to the personnel from EU Member States deploying to CSDP Missions and Operations. Personnel seconded from third countries to CSDP missions can be accepted.</p> | <p><u>Aim</u></p> <p>This course enhances the knowledge and understanding of strategic communication, public relations and public diplomacy as part of the integrated crisis management approach within the EU framework. This training increases the understanding for information sharing, collaboration and cooperation among the different actors within or outside the CSDP mission/operation. This course aims to foster the network/pool of Press and Public Information Officers (PPIO) in/for CSDP Missions/Operations and enhances understanding of press and public information activities in theatre.</p> |
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| Learning outcomes | Knowledge | <ul style="list-style-type: none"> Describe the main objectives of strategic communication Understand the role for press and public information within the integrated approach Name the main actors for strategic communication for CSDP missions and operations Recognise the chain of command for CSDP crisis management Relate the work of a PPIO to the strategic communication of the higher echelon |
| | Skills | <ul style="list-style-type: none"> Analyse the target audience and various stakeholders Create and manage your own communication strategy Interpret the (re-)action of various stakeholders and audiences on your communication (Re-)organise existing communication methodology to be able to discover areas of improvement and opportunity Operate in an international environment and under time pressure |
| | Competences | <ul style="list-style-type: none"> Co-ordinate communication efforts in CSDP missions/operations environment Eliminate or reduce overlaps and duplications with other EU stakeholders in the region Assess the (social) media landscape in theatre Measure the effectiveness and efficiency of your communication efforts |

Evaluation and verification of learning outcomes

- Level 1 Observation and satisfaction:**
Active observation by the course director and lead instructor, and feedback questionnaire filled by course participants at the end of each residential day.
- Level 2 learning:**
Participants will have to complete an eLearning course in advance of the class-room training, which includes a confirmation test.
- However, no formal verification of learning outcomes is foreseen. The proposed ECTS is based on participants' workload only.**

| Course Structure | | |
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| Main Topic | Recommended Working Hours (of that eLearning) | Contents |
| Module I: PPIO basics | 38 (15) | |
| State of affairs of CSDP | 4 | <ul style="list-style-type: none"> Integrated approach Global strategy CSDP missions and operations (overview) |
| Strategic Communication | 4 | <ul style="list-style-type: none"> What is strategic communication Strategic Communication by the High Representative/Spokesperson's service within the EEAS Press and Public Information activities within CSDP Communication priorities and the EU's security and defence narrative |
| Role and Responsibilities | 4 | <ul style="list-style-type: none"> Classical PPIO tasks in CSDP missions and operations Mission environment/Working in a team (HoM, PolAd, LegAd, operational branches and other relevant actors) |
| Skills I | 12 | <ul style="list-style-type: none"> The communication environment (current status and trends in print, digital media, radio and links to civil society) Media skills (press work, management of digital communication accounts such as a website and social media accounts) Building a narrative and spinning Management skills Reporting and publishing Disinformation |
| Skills II | 8 | <ul style="list-style-type: none"> Mobile Storytelling Storytelling with Visuals Tailoring Your Content, Measuring Your Impact |
| Skills III | 6 | <ul style="list-style-type: none"> Conflict analysis |
| Module II: Exercise | 24 (10) | Attend a CSDP exercise and work as PPIO in a team together with PolAd and LegAd |
| TOTAL | 58 (25) | |

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| <p><u>Materials</u></p> <p>CSDP Handbooks (depending on the availability)</p> <p>eLearning: 3 Autonomous Knowledge Units before module I and 2 Autonomous Knowledge Units before module II</p> | <p><u>Additional information</u></p> <p>The course mirrors the demand for a pre-deployment training for Press and Public Information officers</p> |
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