

Seminar Curriculum

To be reviewed by <i>February 2023</i>	Activity number 06B	Seminar/Workshop for PPIO/PAO in CSDP missions and operations	ECTS 1
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<p><u>Target audience</u></p> <p><i>Participants (40) should be preferably senior level experts (civilians or civil administration and military personnel) that work currently as Press and Public Information Officers (PPIO) in a crisis area or work in areas related to crisis management in the wider context of CFSP/CSDP. Personnel seconded from third countries to CSDP missions can be accepted.</i></p>	<p><u>Aim</u></p> <p>This seminar (2-3 days) enhances the knowledge, understanding and skills of Press and Public Information Officers (PPIO/PAO) working within CSDP missions and operations. It increases the understanding of strategic communication within a crisis area as well as the need for information sharing, collaboration and cooperation among the different actors in the wider context of CFSP/CSDP.</p> <p>This seminar aims to foster the network of PPIO in CSDP missions and operations and enhance understanding of the important role for communication activities.</p>
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Learning Outcomes	Knowledge	<ul style="list-style-type: none"> Explain the role of a PPIO in a CSDP mission/operation List the objectives of strategic communication and update on latest developments in EU-strategic communication Describe the EEAS crisis management structures (incl. EEAS.StratCom) Understand the integrated approach of the EU for your mission area
	Skills	<ul style="list-style-type: none"> Produce an implementation plan for the communication strategy Create content for social media (video, audio, pictures) Draft short articles or messages (e.g. Twitter) Visualise a message
	Competences	<ul style="list-style-type: none"> Operate in an international team and under time pressure Coordinate communication efforts in the mission area Assess the media landscape in theatre Use all available media assets to deliver your narrative

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. The course includes a confirmation test after each learning unit.
- However, no formal verification of learning outcomes is foreseen. The proposed ECTS is based on participants' workload only.**

Seminar Structure		
Main Topic	Recommended Working Hours (of that eLearning)	Contents
Introductions, administration, networking, evaluations	1	<ul style="list-style-type: none"> Positive learning environment
State of Affairs (CSDP)	1	<ul style="list-style-type: none"> EU Global Strategy Integrated Crisis Management Approach EU's crisis management structures
Strategic Communication	1	<ul style="list-style-type: none"> EEAS Strategic Communication Spokesperson Office Chain of Command relevant for PPIO/PAO
Sharing best practices	3	<ul style="list-style-type: none"> Presentations from selected CSDP missions and operations concerning communication/media projects
Skills	10	<ul style="list-style-type: none"> Latest developments in communications from an EU perspective How to use social media Visualise your message Produce short videos and pictures
TOTAL	16 (8)	

<p><u>Materials</u></p> <p>CSDP Handbook (depending on availability)</p> <p>Mandatory E-Learning Modules:</p> <p>AKU 1 - History and Context of ESDP/CSDP Development</p> <p>AKU 2 : The European Global Strategy (EUGS)</p>	<p><u>Additional information</u></p> <p>The workshop shall be conducted by EEAS.StratCom in conjunction with the European Day (Open Day). On that day, the PPIO from CSDP missions and operations are present and this opportunity should be used for deepening the practitioners' skills and understanding.</p> <p>The workshop is skills based.</p> <p>The training is open for locally contracted personnel working in the different PPIO cells within CSDP missions and operations. No classified information shall be distributed.</p>
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