# C4S ToT – Practical Case

# Jordan Training Project

## TOOL 3 –TRAINER GUIDE

**Training:** **Communication for Employment Statistics**

**Date:** Second Quarter of 2018

**Place:** JSTC (Jordan Statistical Training Centre )

**Target:** To start building up a concrete relation with the media, and use more media tools in publishing our results and press release.Building basic knowledge of employment statistics concepts and terminology. Journalists and DoS staff will exchange experience, opinions and needs which will strengthen and integrate the relation and the outputs of the work of the two fileds.

**Participants: 10 participants (3 Employment Statistian, 4 Public Relation, 3 Journalists )? Who, how many, profile?**

**Learning objectives**

* Write an effective statistical press release (for DoS staff)
* Promote the statistical figures in social media to reach larger audience
* Develop the Dos Staff’s skills on sending effective and concise message through modern communication media and on efficiently handling press conferences and interviews.
* Journalists should be able to know where to find the employment statistical data, how to understand and use them.

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| ***Day*** | ***Time*** | ***Session/Content*** | ***Method*** | ***Material*** | ***Trainer*** | ***Notes*** |
| Day 1 | 09:00 AM - 10:00 AM | - Introduce the trainers to the trainees  - defining learning objectives,and ask them about their expectation for the training course.  - slider show listing the details that each trainee should ask their neighbours about. presenting (name, institution, position, interest in the topics, expectations)  - 5 minutes for each trainee to get to know his neighbouring colleague , then other 10 minutes to prepare him/herself to introduce his/her colleague to other people in the room | **Slide show, Role play** | ------------------------------------- | Traniers introduction by all trainers | 2 days before the training course we will send an agenda telling them that they might be asked to introduce their neighbouring colleagues in the training first session.  Slider show listing the details that each trainee should ask their neighbours about.presenting (name, institution, position, interest in the topics, expectations)  We think that this is quite an interesting method to start the training course and to help the trainees breaking the ice |
| 10:00 AM -11:30 AM | **2**.**Bring closer the Statisticians and Journalists (Module 5 PR&S)**  A. The importance of the relationships between statistics and the media,  b. The challenges faced by both Journalists and statisticians in this relationship  c. The journalist’s views, needs and ways of working  d. The principles of communication and related media tools  -Divide the trainees into journalists and dos staff, and we will show the following two questions on a slider:  **(**“Being journalists, what is your experience with using statistics”, “As Dos Staff, what is your experience with communicating statistics”**)**  **2.1 Introduction to basic concepts related to communication & medias**  **Public Relation Definition and target**  A. Means of PR  B. Media work  - Clarification example demonstrating tools used by DoS (flyers, brochures, newsletter, pictures, CDs, website, events, pressrelease) | Face to face interaction (Lectures)  Group work | Slide show | Abeer and Abdullah | After the group work, it is important to bring the two groups together and to make them discuss on their respective experiences. |
| 11:30 AM -12:00 AM | Break | | | | |
| 12:00 AM – 1:30 PM | **2.2 How to produce an effective press release**  - We will ask a **question**  (what makes an effective statistical press release?)  **A**. KISS  **B.** Statistical literacy(Journalists(Users))  **C.** Communication literacy(For statisticians)   * **Group work (** In each group,you will have **Journalists,Statistians) to make interaction between statistians & journalists (bridging the gap exchanging point of views, needs and experience)**   **D.** a conclusion of the group work. You will have to find elements to comment on the **big six** from the contributions of each group. | Face to face interaction(Lectures) | Slide show , Group work, | Abeer | **Question and wait for them to answer (brainstorming, to know the way they think in this certain topic.** |
| 1:30 PM – 2:30 PM | * Show examples of already written press releases and indicate their weekness points and how to handle and in this area journalists will be very active in assessing the press releases. * Homework to be done at home to make sure that the learning objectives of the first day | Face to face |  |  | I want the statistican to achieve our learning objective “writting an effective press release”, they have to practice the writting of a press release. I will prepare for this exercise and give to the statisticians (only?) a homework: to draft a PR based on a data set I have selected.   * Wrap up of the day session . |
| Day 2 | 09:00 AM - 10:00 AM | Ask the journalists to give their feed bak on the press release written by the DoS (4 press release). | Face to face interaction | Slide show , discussion |  |  |
| 10:00 AM -11:00 AM | **2.3 Role of Communication and Press Officer**  **A.** Role of Media  - Reporter  - Guide  - Mediator  - Watchdog  - Example on the role of media in our NSI.  **B.** The Holy Trinity  - Question on the role of PR officers in our NSI.  **C.** Functions of Communication officer | Face to face interaction(Lectures,  **role play**) | Slide show | Tamara,  Abeer |  |
| 11:00 AM -11:30 AM | Break | | | | |
| 11:30 AM – 1:30 PM | **1.** **Labor Market Statistics**  1.1 **ILO & the ICLS**  **A.**Frameworks for employment statistics  **B.**Main objectives of ILO  **C.**Resolutions of the 19th ICLS  More examples on some ocuupational cases (migrant workers, additional work hours)  **1.2 Work & Labor market Statistics**  **A.**Forms of work (frame work of ILO  - Examples for each form of work examples that they can relate to. Then we will ask some cases where they are supposed to define of the form of the work, to ensure that this was fuly understood  **B.**Difference between the productive activities and non-productive activities | Face to face interaction(Lectures) | Slide show | Tamara |  |
| 1:30 PM – 2:00 PM | * Homework to be done at home by the Journalists to write a short article on employment statistics. | Face to face |  |  | * Wrap up of the day session . |
| Day 3 | 09:00 AM - 10:00 AM | Discussing the home work done by the jurnalists | Face to face | Slide show , Group work |  |  |
| 10:00 AM -11:00 AM | * Modern media tools & Social media   **A.**New media, what is it?  - Question on the charachtersitics of new media  **B.**Characteristics &  advantages.  **C.**What are the pros and cons for modern communication in comparison to traditional communication? | -Face to face interaction(lectures)  -demonstartion pages on (face book, twitter, youtube channel) | Slide show | Abdullah |  |
| 11:00 AM -11:30 AM | Break | | | | |
| 11:30 AM – 1:00 PM | Social media:  **A.** Concepts  **B.** kinds  - show examples on forms of new media.  - examples on DoS way on disseminating press release on DoS website, social media part of which facebook, twitter and instagram etc…  - Examples on activities included in a campaign conducted in DoS (DG or survey directors audii and TV Interview) | - face to face interaction(lectures  - role play | Slide show, role play, brainstorming and discussion | Abdullah,  Abeer |  |
| 1:00 PM – 2:00 PM | Evaluation of trainers done by the trainees through questionaire plus graduation | Face to face, excersise | * Evaluation form completed by trainees to evaluate trainers |  |  |

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