

## ADVANCES IN STRATEGIC COMMUNICATION WORKSHOP

*Schedule*  
*March 11–16, 2023*

DAY	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
08:45 AM - 09:00 AM	Registration	Reflection				
09:00 AM - 09:45 AM	OPENING OF THE WORKSHOP	COMMUNICATION THEORIES	COMMUNICATION OBJECTIVES	DOCUMENTATION & KNOWLEDGE MANAGEMENT	EMERGENCY RESPONSES: NATURAL AND MAN-MADE DISASTER REQUIRES RESPONSES	STRATEGIC LEADERSHIP
09:45 AM - 10:30 AM	ICE-BREAKING PRE-TEST PARTICIPANTS' EXPECTATIONS WORKSHOP OBJECTIVE <b>AH/DRP</b>	EXERCISE QUIZ <b>ZS</b>	DESIGN & DEVELOPMENT OF MESSAGES/MATERIAL <b>THEME POSTER: Focus Demand</b> <b>IDEA LINK: SCISSOR</b> <b>DSA</b>	<b>THEME POSTER: Knowledge Grow</b> <b>IDEA LINK: LOCK &amp; KEY</b> <b>ZS</b>	<b>Dr. Ahmedul Haque</b> Director, CPP	<b>THEME POSTER: Think Big Start Small</b> <b>IDEA LINK: 1% of BCCP</b> <b>SR</b>
10:30 AM - 10:45 AM	TEA BREAK					
10:45 AM - 12:00 PM	THE COMMUNICATION PROCESS AND BEHAVIOR CHANGE <b>THEME POSTER: Communication Is Process</b> <b>SR</b>	PROGRAM ANALYSIS: PUBLIC HEALTH <b>IDEA LINK: TORCH</b> <b>ZS</b>	CULTURALLY RELEVANT SBCC MESSAGES AND PRODUCTS <b>THEME POSTER: To Change Other</b> <b>SI</b>	CLIMATE CHANGE: MITIGATION AND ADAPTATION <b>Md. Harun Or Rashid</b> Deputy Director Department of Environment	MENTAL HEALTH: FAMILY, FRIENDS AND COMMUNITY SUPPORT <b>Dr. T. Soron</b> TRIN	GROUP WORK PRESENTARION <b>THEME POSTER: Team Work</b>
12:00 PM- 01:00 PM	FRAMEWORKS FOR STRATEGIC PLANNING <b>THEME POSTER: Solve Problem In Stages</b> <b>ZS</b>	AUDIENCE ANALYSIS <b>IDEA LINK: MIRROR</b> <b>THEME POSTER: Listen To Learn</b> <b>SR</b>	SBC PROGRAM AND CAMPAIGN PLANNING <b>THEME POSTER: Quality Cost Less</b> <b>AH</b>	GENDER NORMS: EQUALITY AND INCLUSIVITY <b>Ms. Sheepa Hafiza</b> Human Rights Activist	UNIVERSAL HEALTH COVERAGE <b>Dr. Abdur Razzaque Sarker, BIDS</b>	GROUP WORK PRESENTARION OPEN SESSION
01:00 PM - 02:00 PM	LUNCH BREAK					
02:00 PM 03:00PM	THE "P" PROCESS GROUP FORMATION <b>IDEA LINK: P-Process</b> <b>MSI</b>	ENTER EDUCATE APPROACH <b>Ms. Mehrin A Mahbub</b> World Bank	ADVOCACY AND COMMUNITY MOBILIZATION <b>THEME POSTER: Believe You Can Make a Diff</b> <b>SR</b>	PROGRAM MONITORING AND EVALUATION <b>Md. Irfan Hossain</b> Data Analyst, ULAB	FINAL SCOPE EXERCISE <b>IDEA LINK: BAG</b>	POST TEST EVALUATION <b>IDEA LINK: MUG</b>
03:00 PM 03:15 PM	TEA BREAK					
03:15 PM 05:00 PM	INTRODUCING SCOPE <b>ZS</b>	SCOPE EXERCISE	SCOPE EXERCISE	SCOPE EXERCISE	FINAL SCOPE EXERCISE ...continues	CLOSING SESSION