



*An intensive learning opportunity to promote more effective, state-of-the-art communication program*

The Bangladesh Center for Communication Programs (BCCP) is inviting application for the 28th Advances in Strategic Communication Workshop to be held from November 23 to 30, 2024. The workshop is designed to enhance understanding, knowledge and skills in Social and Behavior Change (SBC) communication for the project leads, senior and mid-level officials, and development professionals in the field of social development to explore appropriate social developmental program approaches and interventions through the innovative and effective, state-of-the-art communication programs.

The course is modeled after the "Leadership in Strategic Health Communication" workshop held annually in Baltimore, USA organized by the JHU.CCP, Baltimore, USA; and evolved based on participant feedback and by reviewing the latest findings in strategic communication.

**Workshop Objective:**

To empower leaders and professionals in social development with advanced skills and insights in strategic communication. Participants will engage with innovative methods and cutting-edge tools to design impactful interventions for positive social change.

**Social Development Focus Areas:**

- **Public Health: To Foster Community Wellness.**  
*Promoting health initiatives creates thriving, resilient communities.*
- **Gender Equality & Empowerment: To Achieve Social Justice.**  
*Empowering all individuals ensures equal rights and opportunities for everyone.*
- **Climate Change & Environment: To Protect Our Planet.**  
*Implementing sustainable practices safeguards our environment for future generations.*
- **Innovative ICT Solutions: To Enhance Connectivity.**  
*Harnessing technology drives collaboration and fosters economic growth.*
- **Mental Health & Community Support: To Build Resilience.**  
*Strengthening support networks promotes well-being and helps individuals thrive.*

**Communication Focus Areas:**

- **Social & Behavior Change (SBC) Communication:** Crafting Effective Strategies and Theories for Community Engagement and Impact.
- **Audience-Centered Design:** Creating Culturally Relevant Campaigns Across Diverse Media Channels.
- **Advocacy & Social Mobilization:** Driving Change Through Empowerment and Community Involvement.
- **Monitoring & Evaluation:** Assessing Program Effectiveness and Measuring Outcomes.
- **Strategic Thinking & Leadership:** Inspiring Innovation and Creative Solutions in Communication.
- **Knowledge Management:** Utilizing Information to Drive Advocacy and Social Mobilization.
- **Community Engagement for Sustainable Impact:** Sustaining Change Through Active Participation and Collaboration

**Participant's take-away:**

Hands-on, accelerated learning on social and behavior change principles with an understanding of the different communication approaches applied in the context of designing communication program strategy for social development.

**Course fees:**

Participants from Bangladesh: BDT 20,000 (excluding VAT) for early bird registration and BDT 22,000 for regular registration. The fee for participants from outside Bangladesh is TBD. The course fee covers tuition, in-course meals, and course materials (non-residential). Accommodation may be available at an additional cost with advance booking.

**Workshop Schedule:**

November 23 to 30, 2024

**Workshop Venue:**

BCCP Multipurpose Hall  
House # 08, Road # 03, Block – A, Section - 11  
Mirpur, Dhaka-1216, Bangladesh

**Registration deadline:**

Early bird: October 20, 2024  
Regular: November 5, 2024



**For more information, contact:**

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