



Regional OIE Seminar for the National Focal Points on  
Communication 24-26 July 2018, Beijing, China

PROVISIONAL PROGRAMME

Day 1: Tuesday 24 July 2018

Time	Theme	Facilitation
08:30 - 09:00	Registration of participants	
09:00 - 09:30	Opening Address by host country Remarks by OIE	Dr Zhang Zhongqiu, OIE Delegate of P.R China Dr. Hirofumi Kugita, OIE Regional representative AP
09:30 - 09:40	Group photo	
09:40 - 10:10	<a href="#">Rights and responsibilities of OIE Communication Focal Points and presentation of OIE standards on communication in the OIE Code</a>	Dr Bertrand-Ferrandis Catherine, OIE Communication Unit
10:10 - 10:40	<a href="#">Discovery of the OIE website and tools</a>	Paula Pinet, OIE Communication Unit
10:40 - 11:10	<a href="#">Communications refresher – The SOCO and the POINT</a>	Janet Kincaid, WHO / OIE Communication Unit
11:10 - 11:30	Morning break Tea/Coffee	
11:30 - 12:00	Communications refresher – Objectives of communication	Janet Kincaid, WHO / OIE Communication Unit
12:00 - 13:00	Communications refresher – Exercise 1	Participants
13:00 - 14:00	Lunch	
14:00 - 14:30	Communications refresher – Audience Analysis	Janet Kincaid, WHO / OIE Communication Unit
14:30 - 15:15	<a href="#">Country experience 1: Example of awareness campaign – animal welfare</a> Country experience 2: Example of communication campaign	Dr Ali Mansoubi, Iran Dr Hnin Thidar Myint, Myanmar
15:15 - 15:45	Communications refresher – Talking Point development and the 7Cs of the communication	Janet Kincaid, WHO / OIE Communication Unit
15:45 - 16:00	Afternoon break Tea/Coffee	
16:00 - 16:45	Communications refresher – Exercise 2	Participants
16:45 - 17:45	Communications refresher – Choose your tools and assess your campaign	Janet Kincaid, WHO / OIE Communication Unit
17:45 - 18:00	Wrap-Up and End of day one	
19:30	OIE reception dinner	



Day 2: Wednesday, 25 July 2018

Time	Theme	Speaker
09:00 – 09:30	<a href="#">Tripartite communication efforts</a> <a href="#">Regional tripartite communication</a>	OIE HQ Domingo Caro, FAO RAP
09:30 – 10:00	Country experience 3: National Awareness Campaign	Dr Maria Glofezita Lagayan, Philippines
10:00 - 10:30	<a href="#">Behaviour Change: how can we improve our communication impact?</a>	Dr Bertrand-Ferrandis Catherine, OIE Communication Unit
10:30 - 11:00	Morning break Tea/Coffee	
11:00 - 12:00	Behaviour Change: Exercise	Participants
12:00 - 12:45	Behaviour Change: Exercise feedbacks and discussion	Participants
12:45 - 14:00	Lunch	
14:00 - 14:30	<a href="#">Country experience 4: Example of communication effort during a crisis</a>	CK Lee and Emmanuel Eraly, WHO WPRO and PR China country office
14:30 - 15:00	Communications refresher – Tips for working with the media	Dr Bertrand-Ferrandis Catherine, OIE Communication Unit
15:00 – 15:30	Communicating during a crisis: form your crisis cell!	Dr Bertrand-Ferrandis Catherine, OIE Communication Unit
15:30 - 16:00	Afternoon break Tea/Coffee	
16:00 – 17:00	Crisis simulation exercise	Participants
17:00 – 17:45	The crazy Press conference	Participants
17:45-18:00	<a href="#">Wrap up of day 2</a>	
19:30	P.R China veterinary bureau reception dinner	

**Day 3: Thursday, 26 July 2018**

Time	Theme	Speaker
09:00 - 09:30	<a href="#">How to use and control your social media image?</a>	Paula Pinet, OIE Communication Unit
09:30 - 10:00	<a href="#">Country experience 5: Example of digital communication campaign</a>	Dr Pebi Suseno, Indonesia
10:00 - 10:30	How can we build a communication network together?	Dr Bertrand-Ferrandis Catherine and Paula Pinet, OIE Communication Unit
10:30 - 11:00	Morning Break Tea/Coffee	
11:00 - 12:00	Working groups: Develop our network's calendar of opportunities and Identify the tools to share to build on these opportunities	Participants
12:00 - 12:30	Working groups: feedback session on our OIE Regional Communication Network	Working Groups
12:30 - 13:00	Workshop closure & Closing Ceremony	Dr. Hirofumi Kugita, OIE Regional Representative
13:00 - 14:30	Lunch	