

A4 Consultants

1/13 Iqbal Road (Front House, Ground Floor)
Mohammadpur, Dhaka-1207, Bangladesh
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Training Program on Advocacy 'DON'T JUST ADVOCATE - MARKET!'

Date: February 23, 24, 25 2014	Time: 09:00 AM- 05:00 PM	Venue: Meeting Room, 3 rd Flr - Brac Center Inn, 75-Mohakhali, Dhaka
Duration: 3 full days - 24 Hours	Course Fee: Tk. 12750.00 per person	Number of Maximum Participants: 25

Participants Profile:

This training is designed for policy, program and strategy related advocacy for Managers/Supervisors and/or Team Leaders. It is aimed to equip the relevant professionals on the essential understanding of what is 'Advocacy'. The training specifically intends to break the stereotyped and practiced version of 'advocacy' in the NGO/development sector. And thematically generate the dynamic conceptualization that combines the elements of 'marketing and advocacy' to sell the product or idea.

Course Content

1. What is advocacy?
2. Why should we choose advocacy?
3. How does Advocacy bring about the desired change?
4. Why is advocacy important?
5. What can advocacy achieve?
6. What are the different types of advocacy?
7. What makes advocacy effective and marketable?
8. Basic factors for effective advocacy
9. What is the strength of advocacy?
10. How is this power mobilized?
11. What will this marketing do to achieve 'Your' objective?
12. What is the strategy for good marketing?
13. What is your advocacy style/technique?
14. What makes an advocate?
15. Is there a real need for advocacy
16. Understanding the real meaning of advocacy.

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Knowledge Sharing Technique:

- ▶ Lectures, Discussion with Power point Presentation & Practical Experience Sharing
- ▶ Printed Training Materials
- ▶ The approach is envisaged to be participatory and not prescriptive whereby the participants would themselves apply the principles and working paradigm of advocacy to their related work and assignments and assess the strengths and weaknesses of their respective implementation modalities.
- ▶ The theory part interspersed with exercise for better comprehension and retention through applying the learning.
- ▶ Pre and post questionnaire would determine the level of enhanced understanding of the participants.
- ▶ Each session will have discussion periods with short or detailed exercise whereby the participants are expected to apply their learning and have a clear understanding of the subject matter.

Facilitator's Profile:

Ms. Habiba Tasneem

Ms. Habiba Tasneem brings with her 20 years of experience that is a unique combination of technical and management positions in corporate and non-profit sectors. Research, sales, marketing communications advocacy and capacity building is her core professional background that she expanded for services on organizational development, management and team-building.

From integrated human development work at individual and collective levels addressing issues of poverty, health, education, gender and youth to concept and product marketing, human resource development and organizational capacity enhancement; she has spearheaded international and national projects. This broad spectrum of specialized management work has equipped her with sound knowledge of public sector policy vis a vis business sector concerns. Along with extensive and intensive international trainings on communication, corporate social responsibility, project design and launch, monitoring, evaluation and documentation; she is a composite package of highly skilled expertise. She has worked for Asiatic Communications, British Council, Care International, ActionAid Bangladesh, Alliance and World Bank project and provided long term consultancy for Save the Children, UN projects and sales and marketing training for a national hospitality business.

For registration and other queries, please call : 01819-850239 or E-mail – info@a4-consultants.com

Registration will be done upon submission of complete Training Registration Form along with cheque in favour of A4 Consultants.

Last date of registration February 15, 2014

Certificates will be awarded upon successful completion of full course.