

Building the Future through Quality Education



Education International
6th World Congress

From guest speakers which are likely to include South Africa's President Jacob Zuma to Nelson Mandela's wife, Gracha Michel, who is a global campaigner for education and equality, to debates on resolutions that will shape the global education policy landscape, Congress will offer many fascinating media opportunities to our member organisations.

If we are co-ordinated in our action we can share information effectively and position ourselves to cover all important stories in a timely manner.

You should attend the EI Communicators' Network (ComNet) briefing from 9:30am–12:30pm on Thursday 21 July if you are involved in media and communications work at local, national or international level within your union and are scheduled to be at Congress. EI's ComNet encourages peer-to-peer learning across communication professionals working in education unions. We encourage all colleagues who will be participating in the ComNet briefing to bring any multi-media, articles, etc. that you would like to showcase and share with others at the meeting.

There will be lots of Congress information on the EI website (www.ei-ie.org) before and during the event. Contact Pav Akhtar, EI's Senior Co-ordinator for Communications, email: pav@ei-ie.org if you have any queries about Congress or EI Communications more generally.

Communicators' Briefing DRAFT Agenda

9:30-10:00 – Welcome to all participants and getting to know each another exercise

10:00-10:30 – Presenting two case studies of union media campaigns and activity from South Africa and the USA

10:30-11:30 – Sharing experiences about communications challenges and solutions facing EI member organisations

11:30-12:15 – Previewing media activity and highlighting communications resources during the World Congress

12:15-12:30 – Questions and answers

12:30-13:30 – EI World Congress press conference (places are limited, advance registration is essential)



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