

Advancing governance reform for development results

WORLD BANK-ANNENBERG

Summer Institute in Communication and Governance Reform

June 16-27, 2012

University of
Southern California
Los Angeles



The World Bank Institute's Governance Practice, the World Bank's External Affairs Operational Communications department, the Annenberg School for Communication at the University of Pennsylvania, and the Annenberg School for Communication & Journalism at the University of Southern California are pleased to announce the **2012 Summer Institute in Communication and Governance Reform**. The course is designed for government/public sector officials or private sector advisors who want to build critical competencies in providing implementation support to change agents and reform leaders throughout government and civil society in developing countries.

The 12-day program will equip participants with knowledge about the most recent advances in communication and proven techniques in reform implementation. The program's interdisciplinary approach and regional focus will serve as the foundation for building expert networks of in-country communication practitioners and professionals. Participants will develop core competencies essential to bringing about real change, leading to development results in a wider range of sectors.

Participants will acquire critical skills in five key areas:

1. Interpreting governance diagnostics and political economy analyses.
2. Crafting multi-stakeholder coalition building strategies and tactics to support reform.
3. Providing communication skills that support the implementation on governance reforms.
4. Leveraging social/digital media tools and analytics effectively.
5. Developing communication metrics and applying monitoring and evaluation frameworks.

To apply please visit our website

www.wbasc.net

and fill out the 2012 application form. A Selection Committee will review applications.



Application deadline is April 30, 2012



World Bank
Institute

USC Annenberg
School for Communication
and Journalism



Annenberg
SCHOOL FOR COMMUNICATION
UNIVERSITY of PENNSYLVANIA

WHO SHOULD APPLY?

The course is intended for senior professionals working on reform initiatives around the world, including advisors in government, senior development practitioners and managers, and executives of public affairs, public relations, and advertising firms.

Successful applicants will possess:

1. A minimum 10-15 years of professional experience in development with a focus on multi-stakeholder engagement.
2. A masters degree or equivalent in communication, public affairs, political science, international relations, economics, or related field.
3. Fluency in spoken and written English.

FEE

The fee for participation is US\$5,000 per person. This includes daily full-day instruction and meals during the sessions as well as site visits to leading entertainment, advertising, and media industry representatives.

Los Angeles: From Hollywood to Silicon Valley

Los Angeles is one of the most important media hubs of the world. The city provides a unique window on strategic communications where innovations in technology, entertainment, private and public sector media and civic organizations meet head on. Here, participants can get an insider's view of social marketing, technology, and entertainment as vehicles for policy change and implementation.