

**Capacity Building Seminar
To Enhance Public Private Dialogue Members' Skills
14-15 September 2016, Beirut – Lebanon
Golden Tulip Hotel de Ville Beirut, Sodeco Street 75, Ras El Nabeh
Programme**

Day 1: Wednesday, 14 September 2016	
09.00-09.30	Participant registration; coffee and tea
09.30-09.45	Welcome and introductory remarks Introduction to the seminar, objectives, structure and organisation - Mr. Dany Gedeon, Director General, Ministry of Industry - Ms. Marie-Jo Char, Project Team Leader, EBESM/GIZ
09.45-10.30	Getting started and setting the scene: what we would like to achieve together during these two days - Introduction of trainers - Presentation of participants and their expectations - Elaboration of seminar components and rationale - Matching of seminar structure with participants' expectations - Icebreaker exercise By: Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ Q&A Session/Discussion
10.30-11.30	Topic 1: Conducting policy advocacy research and communication Introduction to Policy Advocacy: - Definition of policy advocacy - Short history of advocacy - Rationale of advocacy - Examples of advocacy - Best practice examples - Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ Interactive session - Q&A Session/Discussion
11.30-11.45	Coffee break
11.15-13.00	Topic 1: Conducting advocacy research and communication (continued) There is no serious advocacy without evidence! - Introduction to evidence-based advocacy - reflection about quality of advocacy in their respective working environment - indices as an element of evidence for advocacy - identification of existing but yet untapped evidence sources - mapping of research plans - planning resources for research Mostly plenary activity with input from participants Input by participants: statistical data publicly available and potentially suitable for advocacy purposes - Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ
13.00-14.00	Lunch
14.00-15.00	Topic 2: Preparing a position paper for policy reform Position papers: communication of your advocacy objectives backed by evidence - introduction to position papers: goals and objectives, types of position papers, use of position papers

15.00-16.00	Topic 2: Preparing a position paper for policy reform (continued) Identification of positions in the respective organisation and how they are researched, evidenced and communicated Work in sub-groups By: Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ
16.00-16.45	Questions, discussion and close with a summary of key learning experiences By: Ms. Manal Yassine and Ms. Marie-Jo Char
16.45-17.30	Networking coffee

Day 2: Thursday, 15 September	
09.00-09.30	Participant registration; coffee and tea
09.30-09.45	Tacking stock of first day By: Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ
09.45-10.30	Topic 2: Preparing a position paper for policy reform (continued) - Defining the target group(s) of position papers - Definition of position papers and press releases - Presentation of different position papers from private sector background (associations, federations, chambers of commerce and industry, etc.) - Structure and logical flow of position papers' argumentation - Preparation of practical application By: Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ
10.30-11.00	Coffee break
11.00-12.30	Topic 2: Preparing a position paper for policy reform (continued) Practical application: - Selection of topics; - Work in sub-groups (ideal number of participants per group: 5-6)
12.30-14.00	Lunch
14.00-14.45	Topic 3: Developing and improving negotiation skills Introduction to negotiation: - importance of negotiation for successful advocacy - Preparing a negotiation - Phases of negotiations - Documenting negotiations By: Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ
14.45-16.30	Topic 3: developing and improving negotiation skills (continued) Application of negotiation theory and role play - Where do participants have to deal with negotiations - Collecting and selecting real-world cases - Preparation of role plays and feedback rules - Role play and feedback session By: Mr. Ansgar Cordier and Ms. Angelika Farhan Reimpell, Experts EBESM/GIZ
16.30-17:00	Wrap-up session Workshop assessment and participant feed-back By: Ms. Manal Yassine and Ms. Marie-Jo Char
17.00-17.30	Networking coffee