



Training N4: July - August 2021

**Increasing Women's Political Participation Through Effective Communication:
a Guide to Lessons Learnt and Best Practices
Activity Report**

Kick-off date: July 23rd, 2021

Last session: August 21st, 2021

Number of sessions: 6 - 3 hours per session

Platform: Zoom

Trainer: Khawla Ben Aicha - Tunisia

Overview:

This training is designed for women candidates or current members of elected councils (municipality Legislative and regional) to enable them to have the necessary communication tools and techniques to succeed in their campaigns or their electoral term. This training program will accompany them in the various stages starting from the decision to run for elections (the announcement about candidacy, the draft electoral program, the creation of electoral messages and slogans, public speaking ...) until their election or appointment (interventions in plenary sessions, interviews in the media, Official and public meetings, etc.) including the day-to-day management of their activities through their presence on various social media networks and web platforms as well as crisis management if necessary command.

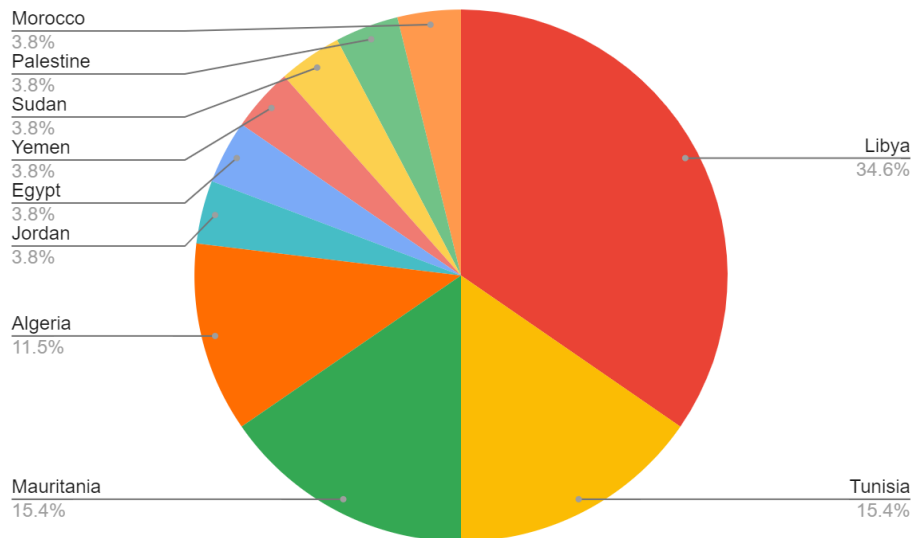
The goal is to enhance the presence of women in the public space so that they find how to manage and improve their image and have a good knowledge of the various public and private communication channels available whether they have to manage it on their own or by a member of their team.

Selection criteria:

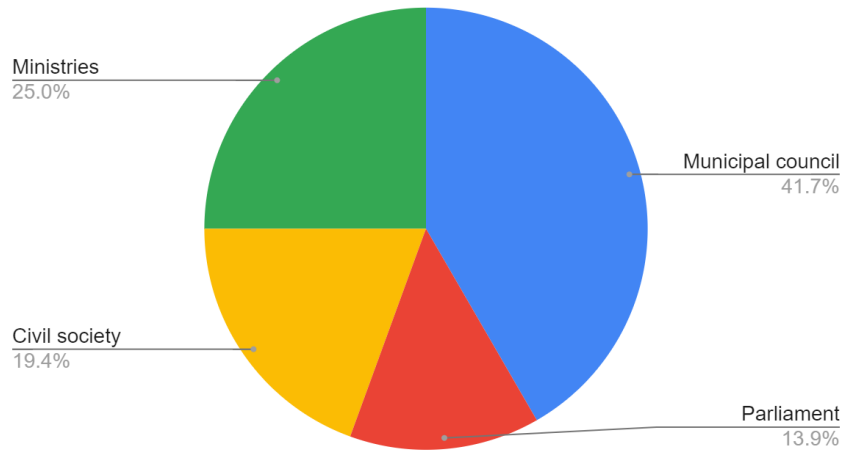
- Age: no age limit (selecting the youngest possible)
- Position: currently in leadership positions in municipal councils, parliaments and civil society organizations all of them with the intention of running for coming elections
- Nationality: balancing participants nationalities from different Arab countries and different regions from the same country with priority to countries having coming elections soon

Participants (country - position - age):

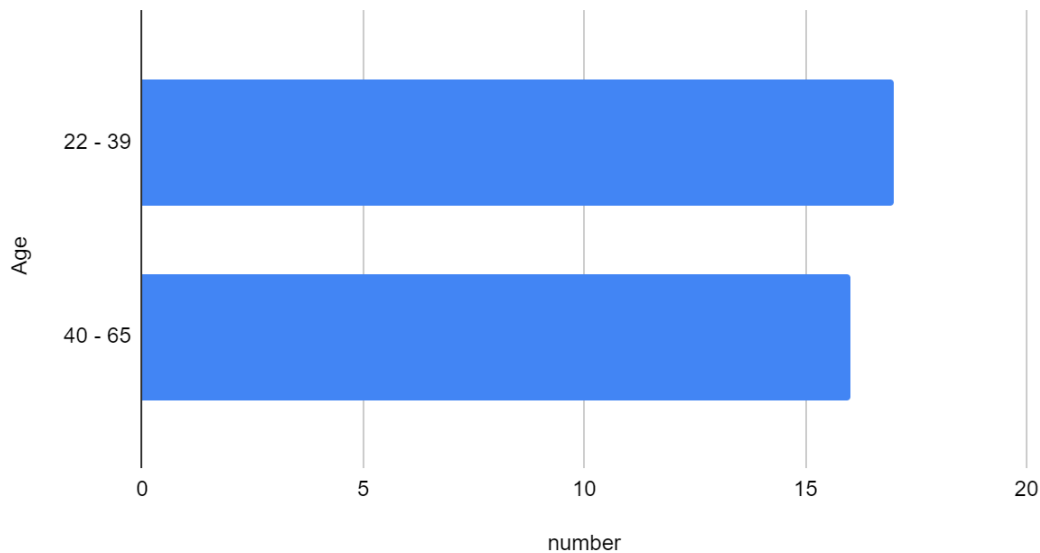
26 participants in total from 10 countries (see diagram and table below)



Positions



Age



Objectives of the training:

- To give women all needed communication tools and techniques to best succeed in their electoral campaigns as well as their mandates.
- To accompany women from the decision to run for elections (announcement of the decision, draft of the electoral program, creation of electoral messages and slogans, public speaking ...) until their election or appointment



Expert:

- The trainer Khawla Ben Aicha is a former parliamentarian, a manager in international development, and an expert in communication and marketing.

Agenda:

- **Session 1:** introducing various communication technologies + the announcement of candidacy
- **Session 2:** the formulation of messages
- **Session 3:** Tips for preparing communication materials
- **Session 4:** the art of public speaking
- **Session 5:** to prepare for media presence
- **Session 6:** Management and use of various social networks
- **Session 7:** communication in crises

Results of the activity:

- Participants expressed their ability to run for next elections thanks to the communication tools presented by the training that would help them connect better with their audience
- By the end of the training, women are more confident comparing to the first session to run for next elections
- Former candidates were able to identify new tools to communicate their next electoral campaigns
- Candidates in local municipal elections expressed their desire to run for national elections as well

Feedback from participants:

- “Very sophisticated training in terms of practical information that will help me in my municipal work”
- “The training helped me build a leadership personality at various levels that is capable of dealing and communicating with different backgrounds



- “I learned how to be a leader, how to be confident in myself and how to lead my election campaign”
- “I benefited through learning about the effective mobilization for candidacy and using optimal ways to present the electoral program and promote it through social media.”
- “We went through the basics of body language and the language of attraction for the target group in the electoral program and how to formulate an electoral program and an electoral message that touches hearts”

Recommendations:

- Face-to-face trainings
- More country-specific information
- Local trainings for marginalized communities