

## **Digital Communications in Civilian Crisis Management**

ZOOM;  
16 – 18 NOVEMBER 2021

**Tuesday, 16 November**

<b>Time</b>	<b>Activity/Subject</b>
09:00 - 09:45	Opening and Introduction to the Course
09:45 - 10:30	The Importance of Digital Communications in Civilian Crisis Management
10:30 - 10:45	Coffee Break
10:45 – 11:45	Traditional Media Tools vs. Digital Media Tools
11:45 – 12:15	Lunch Break
12:15 – 13:45	Digital Rhetoric

## Wednesday, 17 November

Time	Activity/Subject
09:00 - 9:15	Morning Debrief
09:15 - 10:45	Digital Campaign Development
10:45 - 11:00	Coffee Break
11:00 - 12:00	How Are We Performing? Social Media Analytics
12:00 – 12:30	Lunch Break
12:30 – 14:00	The Importance of Visuals in Digital Communications

## Thursday, 18 November

Time	Activity/Subject
09:00 - 09:15	Morning Debrief
09:15 - 10:00	Digital Security
10:00 - 10:15	Coffee Break
10:15 - 11:45	Rapid Response Communications
11:45 – 12:00	Wrap Up and Closing