



## Advocacy & Policy Influencing

*Planning and practicing skills to foster changes in policies, strategies and laws or to advocate for and claim your rights.*

### Why?

In these times of social media, lobbying for change has become an everyday activity for individuals with a conscience. At the same time, in the interests of creating sustainable change, more development agencies are shifting from service delivery to influencing changes to the policy environment. As an organisation focused on changing legal frameworks, traditional advocacy methods are still important. This advocacy and policy influencing course offers an extensive planning framework and builds essential skills to engage in lobbying and advocating for positive change.

## Course highlights

- Identify relevant issues and opportunities for advocacy and analyse the policy environment;
- Map the policy decision-making processes;
- Discuss how to monitor and evaluate advocacy actions.

### Course objectives

- Learn to use various policy change planning tools and a strategic planning methodology;
- Develop skills in communications, negotiations, lobbying and presentation;
- Learn to conduct a stakeholder analysis
- Understand the increasing role of social media in influencing social change

### For whom?

You are a professional engaged in advocacy, civil society capacity building, governance or transparency programmes.

**Date**

06 Jun 2016 / 09 Jun 2016

**Course fee**

Regular fee: Euro 725,00

## Organised by

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## Training location

MDF Asia training centre Phnom Penh, Cambodia

Phnom Penh Cambodia

  
**Reactions from people who attended this course:**

*I have been involved in policy work for a while now, but I have finally found a systematic approach, a structure and tools to encourage, convince and have an impact on my decision makers.*