

## Knowledge to lead

### THE LEARNING PLATFORM ON HUMAN MOBILITY'S COURSE ON:

#### ***Addressing public perceptions of migrants, mastering communication strategies and partnering with the media***

15-16 May 2013  
"COLLEGEZAAL", CITY HALL  
Antwerp Belgium

## Agenda

### 22 April – 8 May (Virtually)

On 22 April, confirmed participants will receive the LPHM Course Packet by email. They will be required to read it in its entirety and to complete information as instructed. Course assignments must be sent back by email to UNITAR no later than 8 May 2013.

### 14 – 16 May (Antwerp, Belgium)

#### **Tuesday, 14 May**

Arrival

#### **Wednesday, 15 May**

**10:00 am      Opening**

*Mr. Dave Van Oosterwyck, Counselor of the Flemish Minister of Integration*

**10:15 am      The Learning Platform on Human Mobility, Programme Overview**

*Dr. Colleen Thouez, Senior Training and Research Advisor, UNITAR and American University*

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- 10:30 am**      **How Public Perceptions of Migrants are Shaped – What we know**  
*Dr. Han B. Entzinger, Professor of Migration and Integration Studies, Erasmus University Rotterdam*
- 10:50 am**      **Feedback from all Delegations:**  
*On the status of public perceptions of migrants in their localities*
- 11:15 am**      **Panel on Flemish Experience working within the Region, Cities and within Media**  
*Ms. Naima Charkaoui - Director of the Minderhedenforum (Minority Forum – NGO)*  
*Ms. Geertje De Ceuleneer- Diversity Service of the Flemish Radio and Television Broadcasting Organization or VRT*  
*Mr. Rachid Lamrabat – Creative Director of Are & Are, Communication Agency*
- Discussion, moderated by Ms. Amy Selwyn, Managing Director, Storytegitic*
- 12:00 pm**      **The Role and Responsibilities of the Media**  
*Amy Selwyn*
- 12:30 pm**      **Feedback from all Delegations:**  
*On reporting and on partnering with the media in their localities*
- Discussion*
- 13:00 pm**      **Lunch**  
*Hosted by the City of Antwerp*
- 14:30 pm**      **Effective Communication Tools – How to Learn Them**  
*Amy Selwyn*
- 16:30 pm**      **City Share: Peer-to-Peer Exchange and Setting Objectives**  
*All Delegations in 1<sup>st</sup> Break out Groups*  
*Colleen Thouez*
- 18:30 pm**      **Wrap-up**
- 19:00 pm**      **Reception**  
*Hosted by the City of Antwerp*





## **Thursday, 16 May**

**9:30 am Summary of Findings and Next Steps**

*Han Entzinger*

*Discussion*

**10:00 am IOM Report on Communication/Media Projects**

*Ms. Anna Platonova*

*Regional Labour Migration/Migration and Development Specialist*

*Regional Office for the EEA, EU & NATO, International Organization for Migration (IOM)*

**10:30 am City Share: Continued**

*All Delegations in 2<sup>nd</sup> Break out Groups*

*Colleen Thouez*

**11:30 am City Share: Presentation of Personal Action Plans**

*All Delegations present*

**12:30 pm Lunch**

*Hosted by the City of Antwerp*

**14:30 pm Study visit and personal reflection: Red Star Line Museum (*Building Site Visit*)**

**17:00 pm Closing**

*Ms. Inge Hellemans, Government of Flanders*

*Colleen Thouez, UNITAR*

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### **Objectives**

The main objectives of this LPHM Course are the following:

- (a) Enhance participants' understanding of the relationship between effective communication strategies, public perceptions and integration processes;
- (b) Learn how to develop and frame (within larger political context) effective communications strategies amongst local and regional government on positive perceptions towards migrants;

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- (c) Help media understand and distinguish differences in migrant categorization (e.g., clearly define refugees, asylum seekers, foreign workers, undocumented workers, etc.) in order to improve accuracy in media coverage and greater understanding within local communities;
- (d) Share new and innovative strategies for the promotion of positive attitudes towards migrants and towards migrant integration at the local and regional levels;
- (e) Engage with local media to discuss their role in covering integration processes.

At the end of this LPHM Course, participants will be able to:

- Exhibit an understanding of methods and approaches used in other cities and regions and how these may apply to their respective contexts;
- Verbalise potential obstacles (financial, inter-agency coordination, inclusion of migrant ownership, conflicting national reporting, etc.) and discuss how to overcome them;
- Demonstrate acquisition of skills required to produce effective communication tools;
- Identify ways to engage with local media and build sustaining partnerships;
- Commit to identifying and taking forward action items within their respective units of work and/or community.

### Certification

All participants who successfully complete the LPHM Course will receive a UNITAR Certificate of Completion.

### Contacts

UNITAR

E-mail questions to:

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