

**2024 WORLD BANK-ANNENBERG EXECUTIVE COURSE IN REFORM COMMUNICATION  
CLASSROOM: ANN L101**

Monday, June 3	Tuesday, June 4	Wednesday, June 5	Thursday, June 6	Friday, June 7
<b>8:30-9:00 am Breakfast</b>	<b>8:30-9:00 am Breakfast</b>	<b>8:30-9:00 am Breakfast</b>	<b>8:30-9:00 am Breakfast</b>	<b>8:30-9:00 am Breakfast</b>
<p><b>9:00-9:15 am</b> Welcome to the Annual World Bank-Annenberg Summer Institute <i>Patti Riley &amp; Sumir Lal</i></p>	<p><b>9:00-9:30 am Nuggets</b></p>	<p><b>9:00-9:15 am Nuggets</b></p>	<p><b>9:00-9:15 am Nuggets</b></p>	<p><b>9:00-9:30 am Nuggets</b></p>
<p><b>9:15-10:00 am</b> Overview, Expectations, and Icebreaker <i>Patti Riley &amp; Shellee Smith</i></p>	<p><b>9:30-10:15 am</b> Technology Keynote: The State of AI <i>Bill Swartout</i></p>	<p><b>9:15-10:15 am</b> Communicating Reforms Effectively - Bangladesh Case Study <i>Masud Mozammel</i></p>	<p><b>9:15 - 10:30 am</b> Decisions About the Environment: An Owner's Manual <i>Joe Arvai</i></p>	<p><b>9:30-10:30 am</b> Motivating Your Audience for Climate Action <i>Gale Sinatra</i></p>
<p><b>10:00 - 11:00 am</b> Keynote Speaker Global Director for Environment, Natural Resources and Blue Economy <i>Valerie Hickey/World Bank</i></p>	<b>10:15-10:30 am Break</b>	<b>10:15-10:30 am Break</b>	<b>10:30-10:45 am Break</b>	<b>10:30-10:35 am Break</b>
<b>11:00-11:10 am Break</b>	<p><b>10:30 am-12:00 pm</b> Political Navigation <i>Sina Odugbemi</i></p>	<p><b>10:30-11:45 am</b> Engaging Stakeholders in Climate and Development – Experience from Vietnam <i>Masud Mozammel</i></p>	<p><b>10:45 am - 12:00 pm</b> Partnering with Entertainment to Fight Climate Change <i>Kate Folb</i></p>	<p><b>10:35 - 11:00 am</b> Problem Solving through Third Space Thinking and Assessment Review <i>Shellee Smith</i></p>
<p><b>11:10 am-12:20 pm</b> Overview of the Importance of Thinking Politically <i>Sumir Lal</i></p>				
<b>12:20-1:45 pm Lunch at UClub</b>	<b>12:00-1:00 pm Lunch at UClub</b>	<b>11:45 am-12:45 pm Lunch at UClub</b>	<b>12:00-1:00 pm Lunch at UClub</b>	<b>11:00 pm Box Lunch on the Bus Ride to JPL</b>
<p><b>1:45 - 2:45 pm</b> Climate Journalism and Communication <i>Allison Agsten/Annenberg Center for Climate Journalism and Communication</i></p>	<p><b>1:00-2:15 pm</b> Media Stories &amp; Virtual Images <i>Tom Hollihan</i></p>	<p><b>12:45-1:30 pm</b> Health Communication and the Message Effects Lab <i>Jessica Fishman/UPenn (Virtual)</i></p>	<p><b>1:00-2:30 pm</b> Working with Leaders: Securing Political Will <i>Sumir Lal &amp; Sina Odugbemi</i></p>	<p><b>12:00 pm - 2:00 pm</b> Field Trip: Jet Propulsion Laboratory (JPL)</p>
<p><b>2:45-3:15 pm</b> Media Center Tour</p>	<p><b>2:15-3:45 pm</b> Introduction to Stakeholder Analysis Tools <i>Rebecca Weintraub</i></p>	<p><b>1:30-3:00 pm</b> Capacity Building for Change and Collaboration - Leading in a Network (Adaptive Leadership Exercise) <i>Patti Riley</i></p>		
<b>3:15-3:30 pm Break</b>	<b>3:45-4:00 pm Break</b>	<b>3:00-3:15 pm Break</b>	<b>2:30-2:45 pm Break</b>	
<p><b>3:30-5:00 pm</b> Communication for Effective Reforms - Opening Discussion of the 3 Wills <i>Sina Odugbemi</i></p>	<p><b>4:00-5:00 pm</b> Stakeholder Analysis Application - Set up Frelaria Teams <i>Patti Riley &amp; Rebecca Weintraub</i></p>	<p><b>3:15-4:30 pm</b> Digital Inequality: Theory and Implications <i>Hernan Galperin</i></p>	<p><b>2:45-5:00 pm</b> Strategy Session: Your Current Challenges <i>Sumir Lal, Masud Mozammel, &amp; Sina Odugbemi</i></p>	<p><b>4:00 - 4:30 pm</b> Envisioning the Climate Future &amp; Week 1 Certificate Ceremony</p>
<p><b>5:00-5:15 pm</b> Evaluations &amp; Wrap-Up, Day 1</p>	<p><b>5:00-5:15 pm</b> Evaluations &amp; Wrap-Up, Day 2</p>	<p><b>4:30-4:45 pm</b> Frelaria Teams Planning</p>	<p><b>5:00-5:15 pm</b> Week 1 Wrap-Up, Day 4</p>	
<p><b>5:30-7:00 pm</b> Reception</p>		<p><b>4:45-5:00 pm</b> Evaluations &amp; Wrap-up, Day 3</p>		

Saturday and Sunday are FREE DAYS

**2024 WORLD BANK-ANNENBERG EXECUTIVE COURSE IN REFORM COMMUNICATON  
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Monday, June 10	Tuesday, June 11	Wednesday, June 12	Thursday, June 13	Friday, June 14
8:30-9:00 am Breakfast	8:30-9:00 am Breakfast	8:30-9:00 am Breakfast	To-go Breakfast	8:30-9:00 am Breakfast
9:00-9:30 am Recap of Week 1 and Roadmap for Week 2	9:00-9:15 am Nuggets	9:00-9:15 am Nuggets	8:00 am - 4:30 pm  Field Trip to USC Wrigley Marine Science Center on Catalina Island	9:00-9:15 am Nuggets
9:30-11:00 am Interpersonal Competence and Institutional Effectiveness <i>Eric Eisenberg/University of South Florida</i>	9:15-10:30 am VR/Immersive Storytelling <i>Robert Hernandez</i>	9:15-10:30 am Social Media Strategies and Applications <i>Matthew Leveque</i>		9:15-10:15 am Case Study Preparation/ Work in Teams
11:00-11:15 am Break	10:30-10:45 am Break	10:30-10:45 am Break		10:15-10:30 am Break
11:15-12:30 pm Dialogue in Practice <i>Eric Eisenberg/USF</i>	10:45 - 11:45 am Media Landscapes <i>Tom Hollihan</i>	10:45 am-12:15 pm Lessons from Health Interventions <i>Sheila Murphy</i>		10:30 am-12:00 pm Case Study Preparation/ Work in Teams
12:30-1:30 pm Lunch	12:00-1:00 pm Lunch	12:15-1:15 pm Lunch		12:00-1:00 pm Lunch
1:30-3:00 pm Fireside Chat with Dr. Wilson: Global Communication for Climate Action <i>Ernest Wilson</i>	1:00-2:30 pm Podcasting Workshop <i>Willa Seidenberg</i>	1:15 - 2:45 pm Think Like a Director <i>Patti Riley</i>		1:00-2:00 pm Presentations of Group Work/Peer Feedback/Faculty Analysis <i>Patti Riley &amp; Shellee Smith</i>
3:00-3:15 pm Break	2:30-2:45 pm Break	2:45-3:00 pm Break		2:00-2:15 pm Break
3:15-4:45 pm Role-Based Exercise and Debriefing Exercise Instructions <i>Patti Riley</i>	2:45 - 3:45 pm Facing/Engaging the Media <i>Vince Gonzales</i>	3:00 - 4:30 pm Monitoring and Evaluating Reforms: Frelaria Metrics Exercise <i>Patti Riley</i>		2:15-3:15 pm Wrap-Up and Way Ahead as a Network; Evaluations Day 10 , <b>Certificate Ceremony</b>
	3:45-4:00 pm Break			
4:45-5:15 pm Work in Teams	4:00 - 5:15 pm Science Journalism & Storytelling <i>Vince Gonzales</i>	4:30 - 5:15 pm Work in Teams		4:30 - 5:15 pm Work in Teams
5:15-5:30 pm Evaluations and Wrap-Up, Day 6	5:15-5:30 pm Evaluations and Wrap-up, Day 7	5:15-5:30 pm Evaluations and Wrap-Up, Day 8	5:15-5:30 pm Evaluations and Wrap-Up, Day 8	<b>CONGRATULATIONS!</b>