



2024

World Bank–Annenberg Summer Institute

Reform Communication for Climate Action

JUNE 3 - 14, 2024

PROGRAM OVERVIEW

We invite you to join the 12th World Bank-Annenberg Summer Institute on communicating reform at the University of Southern California in Los Angeles. This year's theme will focus on the important issue of climate change and how to use communication to drive action.

During the program, participants will learn the most recent advances in strategic communication and best practices for reform. This highly interactive course equips participants with the tools, techniques, and tactics required to build coalitions for change, mobilize public support and navigate the political environment.

WHO SHOULD APPLY?

The Summer Institute is designed for professionals working on reform initiatives including: strategists, government advisors, senior development practitioners, communication specialists, social entrepreneurs and executives who want to build leadership capacity and change behaviors. Successful applicants will possess:

- 10 to 15 years of professional experience with a focus on multi-stakeholder engagement
- A master's degree or equivalent in communication, public affairs, political science, international relations, economics, or related fields
- Fluency in spoken and written English

PROGRAM BENEFITS

- Interpreting and using political analysis
- Crafting multi-stakeholder collaboration and networking strategies to support reforms
- Developing strategic communication skills that lead to results
- Learn the latest techniques in storytelling
- Building communication metrics to measure reform efforts
- Connecting with a global network of development professionals
- Participants will earn a certificate from USC Annenberg School for Communication and Journalism

HOW TO APPLY?

Please visit <https://exed.annenberg.usc.edu/SummerInstitute> and fill out the 2024 application form. A Selection Committee will review applications and notify those accepted via email. Space is limited.

	ONE-WEEK COURSE	TWO-WEEK COURSE
CORPORATE	\$7,625	\$9,000
GOV/NON-PROFIT	\$5,750	\$7,000
GROUP RATE (3 OR MORE)		\$6,000

Registration includes daily instruction, meals during sessions (breakfast, lunch and afternoon snacks), and valuable site visits. The fee does not include airfare, lodging, or other living expenses.



LEARNING EXPERIENCE

Through a combination of case studies, experiential learning and lecture-discussions, participants will learn the most recent advances in stakeholder engagement and strategic communication in an era of digital media, mobile technology, and changing consumer habits.



FACULTY

The course is taught by leading experts across the World Bank Group; the Annenberg School for Communication and Journalism at the University of Southern California; and the Annenberg School for Communication at the University of Pennsylvania.



LOS ANGELES

LA is one of the most important media centers in the world. Here, participants get an insider's view of social marketing, technology, and entertainment as vehicles for policy change and implementation.



SUMMER INSTITUTE ALUMNI

"I absolutely would recommend this program to any communications person in the business... in the public sector... in private sector, or in an international organization like mine."

-Tunya Celasin
World Bank/Turkey

"Communication is key to almost everything we do and this is a course that will make you a powerful communicator in almost all contexts."

-Louise Agersnap
World Health Organization

"The idea of having a program that focuses on the business of governance and then embedding communications as being central to the process of delivering reforms appealed to me greatly."

-Tunji Lardner
West African NGO Network

84%

of alumni would
recommend the Summer
Institute to others

81%

of past participants say
the course far exceeded
their expectations

