



2025 World Bank-Annenberg Summer Institute

June 2 - 13, 2025 @ Los Angeles

Reform Communication: Leadership, Strategy & Stakeholder Alignment

PROGRAM OVERVIEW

We invite you to join the 13th annual World Bank-Annenberg Summer Institute on communicating reform at the University of Southern California in Los Angeles. During the program, participants will learn the most recent advances in strategic communication and best practices for achieving reforms. 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.

Apply today for the one-week or two-week course in Los Angeles. During the first week, you'll learn the political economy of communication reform by analyzing case studies from the World Bank. The second week, we offer interactive and experiential learning opportunities, building your skills in emerging technologies like AI, and using communication metrics to measure impact. Classes are taught by experts from the World Bank, the Annenberg School for Communication and Journalism and the University of Pennsylvania.

WHO SHOULD APPLY?

The Summer Institute is designed for high-potential leaders 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:

- o 10 to 15 years of professional experience with a focus on multi-stakeholder engagement.
- o A master's degree or equivalent in communication, public affairs, political science, international relations, economics, or related fields
- o 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 the USC Annenberg School for Communication and Journalism

HOW TO APPLY?

Please visit the [World Bank-Annenberg Summer Institute](#) webpage. Click here to fill out the 2025 [application form](#). A Selection Committee will review applications and notify those accepted via email. Space is limited.

	One Week June 2 - 6, 2025 or June 9 - 13, 2025	Two Weeks June 2 - 13, 2025
Gov/Non-Profit	\$5,750	\$7,000
Corporate	\$7,625	\$9,000
Group Rate (3 or more)		\$6,000

Early Bird #1: Pay by January 31, 2025 for a \$750 discount.
 Early Bird #2: Pay by April 1, 2025 for a \$5000 discount.
 *Discount does not apply to group rate or the one-week program

Registration includes daily instruction, meals during sessions (breakfast, lunch, and afternoon snacks), and a site visit.
 * The fee does not include airfare, lodging, or other living expenses.
 * A non-refundable \$500 deposit is required upon acceptance and is applied toward tuition.
 * Payment due 6 weeks from the date of acceptance.



LEARNING EXPERIENCE

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

Here is a sampling of the sessions at the World Bank-Annenberg Summer Institute:

- Stakeholders, Risk, and Strategy
- Campaigns: Research and Practitioner Knowledge
- Media Roles
- Mobile Communications and Reform
- Dealing with Critics and Opponents



INSTRUCTORS

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 teach the course. The Annenberg schools at the University of Southern California and the University of Pennsylvania are nationally and globally ranked as some of the prestigious institutions in the field of communication.



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