

Reform Communication: Leadership, Strategy & Stakeholder Alignment

June 3-June 14, 2019
University of Southern California
Los Angeles

WORLD BANK-ANNENBERG SUMMER INSTITUTE

We invite you to join the 8th World Bank-Annenberg Summer Institute on communicating for reform at the University of Southern California in Los Angeles, California, in June. The offering this year provides participants options of a five-day core program (June 3-7, 2019) and an extended two-week course (June 3-14, 2019).

The Summer Institute is designed for senior executives, strategists, and communication specialists tasked with leading reform initiatives in developing countries, with the aim of equipping them with the tools, techniques and tactics required to build coalitions for change, mobilize public support, and navigate the political environment.

Program Benefits

- Interpreting and using political analysis
- Crafting multi-stakeholder collaboration and network building strategies to support reform
- Developing strategic communication skills that lead to development results
- Leveraging social/digital media tools and analytics effectively
- Building communication metrics to measure reform
- Connecting with a global network of development professionals working on initiatives in the public, private and non-profit sectors

How To Apply?

Visit exed.annenberg.usc.edu/SummerInstitute and fill out the 2019 application form. A Selection Committee will review applications and notify those accepted via email. Space is limited.



One Week Program Fee
June 3 - June 7, 2019

Two Week Program Fee
June 3 - June 14, 2019

Corporate

\$6,625

\$7,750

Government/
Non-Profit

\$4,500

\$6,000

Group Rate
(3 or more people)

\$5,000

Early Bird Special for 2-week program: Apply and pay by March 1, 2019, and you will receive \$750 off the program fee. Corporate: \$7,000; Non-Profit: \$5,250.

Registration includes daily instruction, breakfast, lunch and snacks, and a site visit to a leading public affairs, media or advertising firm. The fee does not include airfare, lodging or other living expenses.

Who Should Apply?

The course is intended for professionals working on reform initiatives around the world including: strategists, government advisors, senior development practitioners, communication professionals, social entrepreneurs and executives who want to build leadership capacity and effect change.

Successful applicants will possess:

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

Summer Institute Alumni

Tune Larder | West African NGO Network

“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.”



Louise Agersnap | United Nations Development Group

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



84%

of alumni would recommend the Summer Institute to others.

81%

of past participants say the course far exceeded their expectations.

67%

of past participants have assumed some type of leadership role in their sector, since attending the Summer Institute.

Learning Experience

Through a combination of case studies, peer exchange, experiential learning 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 information 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: Where Business, Innovation & Media Intersect

Los Angeles 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.

