

**AWARENESS RAISING TRAINING FOR UK NGOS
THURSDAY 9 FEBRUARY 2012
9.30 - 4.30 P.M.**

GLASGOW

9.30 - 10.00 Registration and coffee

10.00 - 10.15 Introduction

- **Seminar background**
- **Aims and objectives**
- **Introduction of trainers**
- **Outline of the day**

10.15 - 11.00 Update on the UK equality context

- **Equality act**
- **Latest on public duty**

11.00 - 11.15: Break

11.15 - 12.30 Module 1 – Monitoring for equality/ Holding public bodies to account

- **Equality Information and Objectives**
- **What role for NGOs**

12.30 - 13.15 Lunch

13.15 - 14.30 Module 2 - Advocacy

- **Identifying your advocacy issue**
- **Understanding the problem and its causes**
- **Advocacy goals and objectives**
- **Methods, tools and action planning**

14.30 - 14.45 Coffee Break

14.45 - 15.45 Module 3 - Using the media

- **Developing a communications approach**
- **Which media and why?**
- **Using the media effectively**

15.45-16.30 Where do we go from here?

- **Next Steps**
- **Evaluation**
- **Questions**

16.30 Close