

Start Time	End time	Day One – Tuesday 21 July - Training Activity
9:00	9:10	Introduction to the Course
9:10	10:10	Who are you?
10:10	11:40	Structure and Calendar of an EU EOM
11:40	12:00	Break
12:00	13:30	International Commitments and the principles of international election observation
13:30	14:30	Lunch
14:30	15:30	Role and responsibilities of an EU EOM Press Officer
15:30	15:35	Mini-break
15:35	16:55	Inside an EU EOM: team work, time management and stress
16:55	17:05	Evaluations and Conclusion
17:00		Informal Welcome Drink

Start Time	End time	Day Two – Wednesday 22 July - Training Activity
9:00	9:10	Welcome and Housekeeping
9:10	9:30	Energiser: How observant are you?
9:30	10:30	Establishing EU EOM visibility
10:30	10:45	Break
10:45	12:15	Different forms of coverage for different key elements and people in an EU EOM
12:15	13:15	Lunch
13:15	14:00	Working with the MEP Delegation
14:00	14:05	Mini-break
14:05	15:35	Press Releases
15:35	15:50	Break
15:50	17:20	EU EOM Policy Framework
17:20	17:25	Homework: Questions to prepare for TV exercise
17:20	17:30	Evaluations and Conclusion

Start Time	End time	Day Three – Thursday 23 July - Training Activity
9:00	9:05	Welcome and Housekeeping
9:05	9:20	Energiser on Teamwork
9:20	10:50	EU EOM Code of Conduct and cultural awareness
10:50	10:35	Break
10:35	12:00	Preliminary evaluation of participants
12:00	13:00	Lunch
13:00	14:00	Public relations skills
14:00	14:30	Walk to Berlaymont TV Studios
14:30	17:30	Tailoring messages for TV
19:00		Dinner for Participants

Start Time	End time	Day Four – 24 July - Training Activity
9:00	9:10	Participant Evaluations of Day 3
9:10	9:30	Stick exercise
9:30	10:45	Press Conferences
10:45	11:00	Break
11:00	12:30	Producing the Media Digest
12:30	13:30	Lunch
13:30	15:30	Strategic Communication for EU EOMs
15:30	15:50	Break
15:50	16:50	Final round of questions and answers
16:50	17:00	Evaluation forms
17:00	17:30	Presentation of Certificates