

TIMELINE (Basic)

Activities	Type of activity	The result	Suggested time (min)
1. Groups read the general description, get familiar with the case.	Introduction		45
2.Groups agree on general strategy: agree on initial aims for each group – what its interests are, what the group wants to achieve, agree on the roles, group rules. Groups develop their initial messages.	In–group discussion	General strategy sheet	60
3.Groups gather information and map out the landscape – what interests do the other organizations have, who are the potential coalition partners (groups need to find at least one partner with matching interests).	Inter–group communication session – information gathering	Stakeholder map	75
4.Each group revise their communication plan (target audience, develop messages according to the aims and needs of specific audiences). Get ready for the TV discussion. Journalists prepare the TV discussion: prepare the opening statement describing the problem, decide about the order of speakers, and formulate questions.	In–group discussion	Communication plans, messages	45
5.TV discussion based on the refined communication messages and led by Journalists. Also, the representatives of the ministry participate.	Special event	Observers and groups assess the performance of each group	45
6.Groups negotiate with each other about the options, and then it depends whether all groups can reach a consensus or there are several options that groups support.	Inter–group communication session – coalition building	Revised strategy Debate strategy (statement and supporting arguments)	75
7.Roundtable discussion, all the options are discussed and the support for each is considered. All the groups need to agree on a joint final solution. Journalists participate and represent the interests of general public. The discussion is moderated by the facilitator.	Special event	Observers	45
8.Individual reflections and debriefing.	Wrap–up	Observers, facilitators and groups assess the performance of each group	60