



Промоција на ратификацијата и имплементацијата на Конвенцијата на
Обединетите Нации за правата на инвалидизираните лица EIDHR/2009/216-825
Ул. Питу Гули бр.27, 7000 Битола
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LOBBYING SEMINAR
Bitola 24-26 SEPTEMBER
Location: Hotel "Epinal" – Bitola

A G E N D A

Trainers:

- **Prof. D-r Constantine Petkovski** – Professor on the Technical Faculty in Bitola
- **MSC Marjan Tanushevski** – Lecturer on the Business Academy Smilevski - Bitola

Friday, September 24th 2010

- 17:00 – 18:00 Opening the workshop. Presenting the participants. Familiarization with the goals of the workshop.
- 18:00 – 18:15 Pause
- 18:15 – 19:15 What is Lobbying (introductory lecture)
- 19:15 – 20:00 Discussion, questions, suggestions, comments

Saturday, September 25th 2010

- 09:30 – 10:30 How to be successful EXERCISE 1: Styles of communication
- 10:30 – 10:45 Pause
- 10:45 – 11:45 Public relations EXERCISE 2: Which methods and forms of internal and external public relations to use
- 11:45 – 12:00 Pause
- 12:00 – 13:00 Lobbying and NGOs EXERCISE 3: The developed capacity for lobbying within the NGOs
- 13:00 - 14:00 Discussion, questions, suggestions, comments

- 17:00 - 18:00 Model and process of lobbying. Forms of lobbying EXERCISE 4: What forms of lobbying to use
- 18:00 - 18:15 Pause
- 18:15 - 19:15 Lobbying and communications EXERCISE 5: How do you respond to conflicts
- 19:15 - 20:00 Discussion, questions, suggestions, comments



Проектот е финансиран од
Европската Унија



Проектот го имплементира МЗТИЛ
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Sunday, September 26th 2010

09:30 – 10:30 Ethical aspects of lobbying EXERCISE 6: “Golden rules” for good business conduct
10:30 – 10:45 Pause
10:45 – 11:45 SWOT analysis – determining the needs and opportunities for lobbying
EXERCISE 7: What are the possibilities for lobbying within the NGOs
Facilitated Discussion
11:45 – 12:00 Pause
12:00 – 13:00 EXERCISE 8: Developing a program for lobbying
13:00 – 14:00 Evaluation of the workshop



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