ARUKAH NETWORK'S
COMMUNICATIONS AND ADVOCACY TRAINING
ONLINE VERSION

Uniting wisdom from UK media, African community leaders and global consultancy firms, this course is for people and groups with a social purpose, who want to increase their impact through compelling communication.

This basic online version of our course consists of a quiz, 4 short videos, a workbook, and some further reading.

You can complete it on your own, but it is designed to be completed as a team, with discussion points throughout.

We suggest spending about half a day on it with your team. Or you can do one module at a time, when you are able.
COURSE CONTENT

CLARIFYING PURPOSE
Making your purpose clear and putting it at the centre of your communications

UNDERSTANDING AUDIENCE
Developing ways to build a meaningful relationship with your audience

CRAFTING MESSAGES
Exploring tools and styles for making your message clear and compelling

CREATORS

JAKE
Our Communications Co-ordinator and ex-BBC News Studio Director

ELIZABETH
A writer, one of our network's leaders, & a local UK Councillor

KEMOH
A popular Sierra Leonean scriptwriter famous for the soap 'Atunda Ayende'

With input from global consultancy firms through the 'BeyondMe' scheme

ENROL

VISIT
arukahnetwork.org/training