



Masterclass 1: Tuesday 8 August 2017, 9.00am – 12.30pm

Language Laws: Developing Messages for Legal Campaigns

Campaigns that cut through need to have strategic, simple and accessible messages that supporters spread and new audiences are convinced by. Drawing on the work of some of the world's leading communications strategists, trainer Joel Marlan-Tribe will work with participants to unpack the anatomy of an effective message and apply this to their own work. The session will cover:

- Experiencing a shift in attitude - how it works
- Establishing your audiences - who already supports you, who you want to reach, and who is against you
- Developing simple, values-based messaging that establishes common ground
- Defining your problem and outlining a vision for people to get behind

This is an interactive and practical workshop that will see participants draft messages for campaigns related to their work. After exploring some case studies and tips from the experts, participants will be apply the theories and principles to create campaign messages they might like to use, and provide constructive feedback to each another.

Maximum number of participants: 40

About the trainer:

Joel is a community activist trainer and organiser with a focus on working with people to explore how they can effectively communicate about issues they care about. He currently works at the Asylum Seeker Resource Centre in Melbourne, where he is part of the community engagement team. Over the last 18 months, Joel has been working with community groups to build a community of practice around reframing conversations on refugee rights. Joel runs highly engaging and participatory sessions and aims to always facilitate a learning environment where people feel free to experiment and step ever so slightly out of their comfort zones.