

# Specialist training for organisations and their partners in how to do **effective** **advocacy work**

## Sessions offered:

- **Planning** and implementing an advocacy campaign
- How to do good personal **lobbying**
- How to do effective **research** for advocacy
- Doing good **media** work
- Tailoring strategies to **different audiences** (policy-makers, parliamentarians)
- Legal issues

## Formats to suit different needs:

- 1-3 day 'one-off' course or ongoing 'mentoring' with a team or person
- With a team working on the same issue or different issues
- For those with rudimentary skills who need the basics or those with good skills who want to improve

### **Issue focus:**

- Generalist training covering different issues (eg tax, agriculture, climate)
- Training on one specific issue in detail, such as tax, agriculture, extractives, trade

### **A tailored approach:**

- Customized to individual needs
- Participatory
- Gender-sensitive
- Culturally-sensitive

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INDEPENDENT DEVELOPMENT POLICY ANALYSIS