



**CEER MINI TRAINING**

# Effective PR and communications during the energy crisis

29 JUNE 2023

**FULLY ONLINE**

GoTo Training Platform



Real life case studies



Hands-on assignments



Access to rich materials



Group work activities



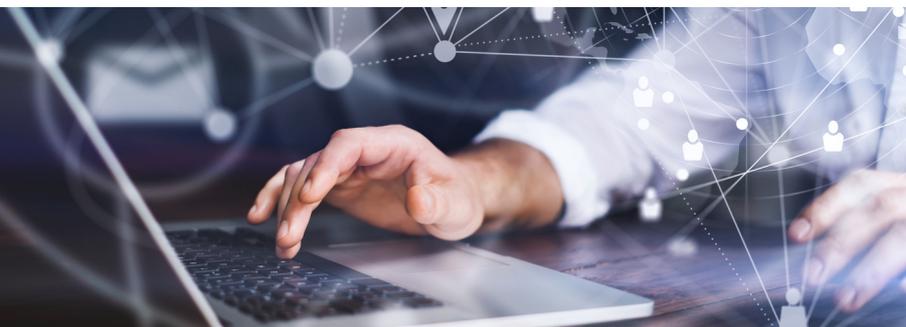
CEER Academy Certificate

# WHAT IS THIS COURSE ABOUT?

National Regulatory Authorities (NRAs) have an important role to play in informing the public about energy markets, especially in delicate situations such as the recent energy crisis. This task often falls on PR professionals who must navigate the challenge of communicating sensitive information to a wider audience through mass media.

In the process of conveying news, the authors of the information are those who coin the information (PR professionals) while journalists frame and contextualise it for the broader audience. However, framed information sometimes favours a certain political discourse, omitting facts and background information necessary for audiences to fully comprehend the story. Consequently, the coordination between authors of news and journalists is essential to ensure balanced and unbiased news coverage.

This mini training aims to address how news is conveyed by the authors of information and then covered by journalists. The course includes both theoretical and practical aspects of public relations and is specifically designed to help PR and communication staff from NRAs in preparing to share information with journalists in a comprehensive and effective manner.



**CEER's training programme is built around three key features:**

**1**

**Practitioner method**

**2**

**Regulator centric**

**3**

**Collaborative atmosphere**



## Who should attend

This course is designed for PR and communication professionals from NRAs or for any NRA staff who are interested to learn about effective media relations.



## Valuable insights

Discussions during the course will cover:

- Key principles of effective communication
- Impersonal storytelling
- The significance of background information
- The framing theory and how it applies to media communications
- What makes good news coverage from the perspective of a journalist



## Key take-aways

Participants in this course will acquire skills in:

- Communicating energy-related news;
- Elaborating a Crisis Communication Strategy and Action Plan;
- Framing information for the media.

# PROGRAMME OUTLINE

## WEEK 1

19-23 JUNE 2023

Individual preparation for the course including literature review, reading materials and preparation of course work.

## WEEK 2

CLASS 1 – 9:30-13:00 (CET) ON 29 JUNE 2023

Theoretical aspects of public relations, such as key principles of effective communication, impersonal storytelling, significance of background information, as well as practical assignments;

The importance of coordination among authors of news and journalists in order to provide balanced, unbiased news to the broader audience;

Practical exercises to make PR/Communication specialists from NRAs stronger and more prepared when sharing information with journalists.

## LEARNING JOURNEY

### WEEK 1



- Offline preparation (Reading material and assignments)
- Submission of assignments

### WEEK 2



Attending the half-day online course on GoTo Training Platform



The CEER Training certificate will be delivered to participants who have completed the course



## DETAILS & FEES

- **Format:** Online
- **Preparation hours:** 3
- **Days of training:** 1 half-day
- **Training hours:** 3.5
- **LEVEL:** A
- **Course fees:** €240 or 0.5 training credits for members, €480 for non-members
- **Language:** English

### LOCATION

#### GoTo Training Platform

The link will be shared in due time

**REGISTRATION CLOSES  
ON 22 JUNE**

### SCHOLARSHIPS AND REDUCED FEES

- Countries with a GDP per capita below the 90% threshold of the EU-27's GDP per capita (as per the Eurostat official data) can benefit from a 50% fee reduction.
- Each NRA has the right to two scholarships per year.
- A maximum of four scholarships are offered for this training.

### CANCELLATION POLICY

- Up to 3 weeks before the course=no cancellation fees
- Between 2 to 3 weeks before the course=50% cancellation fees
- Less than 1 week before the course=full amount of the course fees

[DOWNLOAD  
THE DRAFT  
PROGRAMME](#)

# LEARN MORE ABOUT THE COURSE SUPERVISORS!



## ALBA GLASS

Course Director

Alba Glass is the CEER Communications/Policy Manager. Before joining the CEER Secretariat in early 2022, Alba had been working extensively for international organisations in the water sector, delivering communication strategies and campaigns to enhance institutional visibility and promote policy work. She previously honed her skills in digital marketing management for French and Belgian communication agencies, schools, and cultural institutions. Alba is fluent in English, French, and Italian.



## GIULIA CARPENTIERI

Training and Programme Coordinator

Giulia Carpentieri joined the CEER Secretariat in April 2022. She is an expert in training design, methodology and project management (PRINCE2 certified) with extended experience in training coordination in the judicial sector. After completing a master's degree in law at the University of Roma Tre, she specialised in human rights at the University of Saint-Louis - Bruxelles. She previously attended a master class on EU studies, funding and project management organised by the Belgian-Italian Chamber of Commerce in Brussels. Before working in the training and education sector, Giulia worked mostly for the implementation of EU funded projects in the area of cooperation and development as grants office assistant and project manager and in the area of research and innovation as consultant. Giulia speaks Italian, English and French and is currently studying Greek.

**REGISTER HERE**

**Any questions? Get in touch:**

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<https://www.ceer.eu/training-course-2023>



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