

COMMUNICATE SMARTER: MASTERING STRATEGY AND AI FOR PUBLIC SECTOR COMMUNICATORS

8 – 9 OCTOBER

[Hotel Princess](#), Bar, Montenegro

Provisional Agenda



Background

Effective communication is a cornerstone of modern public administration. As governments across the Western Balkans, Ukraine, Moldova and Armenia advance reforms, strengthen European integration processes, and respond to increasingly complex societal expectations, communication teams play a critical role in ensuring that policies, services, and reforms are clearly understood by citizens and stakeholders.

Public institutions are operating in an environment characterised by rapidly changing information flows, increased demand for transparency, growing expectations for citizen engagement, and the need to communicate complex policy processes in an accessible and meaningful way. In this context, communication professionals need both strategic capabilities and innovative tools to design impactful communication approaches, engage diverse audiences, and enhance public trust.

This two-day practical workshop is designed to strengthen the capacities of communication teams from public administrations across the Western Balkans and Eastern Partnership countries by combining two complementary areas: strategic communication planning and the practical application of Artificial Intelligence (AI) tools in communication work.

The programme responds to the evolving needs of government communicators by providing participants with practical methodologies, tools, and approaches that can be directly applied within their institutional environments.

The overall objective of the programme is to enhance the capacity of public administration communication professionals to plan, implement, and improve strategic communication activities while effectively leveraging emerging digital tools.

Specifically, the programme aims to enable participants to:

- strengthen their understanding of strategic communication principles and their role in supporting institutional objectives and citizen-centred governance;
- develop more structured, evidence-based communication plans tailored to specific audiences and communication goals;
- improve their ability to define messages, select appropriate communication channels, and organise communication activities effectively;
- explore practical applications of AI tools to increase efficiency, creativity, and quality in everyday communication tasks.

Participants will work with real communication challenges from their own institutional environments, ensuring that the knowledge and tools acquired can be directly transferred into their daily practice.

PROVISIONAL AGENDA

DAY I (8th October)

09.00 – 09.30	Registration & Welcome coffee
09.30 – 09.45	Welcome Remarks Milena Drača, Communication and Visibility Manager, ReSPA
09.45 – 10.30	Developing Effective Communication Strategies for Public Institutions - understanding the role and value of strategic communication in public administration; - identifying communication objectives linked to institutional priorities
10.30 – 11.15	Developing Effective Communication Strategies for Public Institutions - developing clear, consistent, and audience-oriented messages; - analysing target audiences and understanding their needs, expectations, and information behaviour.
11.15 – 11.45	<i>Coffee break</i>
11.45 – 12.30	Developing Effective Communication Strategies for Public Institutions selecting appropriate communication channels based on objectives and audience characteristics.
12.30 – 13.15	Practical implementation of communication plans assessing available internal resources, including teams, budgets, and time constraints
13.15 – 14.15	<i>Lunch</i>
14.15 – 15.00	Practical implementation of communication plans planning content frequency, scheduling, and review processes;
15.00 – 15.45	Practical implementation of communication plans defining roles and responsibilities within communication teams
15.45 – 16.00	Summary & Closing the day

DAY II (9th October)

09.00 – 09.30	Welcome coffee
09.30 – 10.15	AI for Communicators – Enhancing Efficiency, Creativity, and Impact • how AI works and its relevance for communication professionals; • opportunities and limitations of AI-supported communication
10.15 – 11.00	AI for Communicators – Enhancing Efficiency, Creativity, and Impact • practical ways AI can support research, content creation, analysis, and audience engagement.
11.00 – 11.30	<i>Coffee break</i>
11.30-12.15	AI applications in research, monitoring, and analysis • conducting research and gathering insights; • analysing communication data and content performance; • supporting media monitoring and trend identification.
12.15 – 13.00	AI applications in content development and adaptation • drafting and improving communication materials; • simplifying complex policy language; • adapting messages for different audiences, channels, and formats; • improving clarity, structure, and tone of communication outputs.
13.00 – 14.00	<i>Lunch</i>
14.0 – 14.45	AI applications in media and public relations • supporting media monitoring; • drafting press releases and Q&A materials; • preparing key messages and interview preparation materials.
14.45 – 15.45	AI applications in social media communication • generating and adapting content ideas; • creating engaging captions and communication hooks; • analysing performance and developing reusable content formats.
15.45 – 16.00	Summary & Closing the workshop