

**MOLICO** project against corruption,  
money laundering and the financing  
of terrorism in the Republic of Moldova

European Commission  
Commission européenne



Council of Europe  
Conseil de l'Europe



SWEDISH INTERNATIONAL  
DEVELOPMENT COOPERATION AGENCY

**THIRD SEMINAR  
OF THE TRAINING PROGRAMM FOR  
PUBLIC RELATIONS OFFICERS FROM  
LAW ENFORCEMENT AGENCIES**

Council of Europe Library,  
Puskin Street, No 4

October 20 – 22, 2008

Chisinau, Republic of Moldova,

*This event is organised in the framework of the Joint Project of Council of Europe and European Commission against Corruption, Money Laundering and Terrorist Financing in the Republic of Moldova (MOLICO), co-financed by European Commission, Swedish International Development Cooperation Agency and Council of Europe*



## Follow up Training

- **October 20, 2008 – PR officers from Center for Combating Economic Crimes and Corruption**
- **October 21, 2008 – PR officers from General and Anticorruption Prosecu'or's Office**
- **October 22, 2008 – PR officers from Ministry of Internal Affaires**

### 9:00 – 9:30 Course overview and introduction of trainer

Mrs. Inge BELL, Council of Europe expert will provide an overview of the training program

### 9:30 – 13:00 Session 1 – „Best of...” Fast and effective repetition of Basics seminar – camera controlled

- *"Who is who?" - Introduction of participants through presentation of themselves and their institutions*
- *"More questions?" - Short repetition of interview techniques & bag of tricks*
- *"Keep cool!" – Short repetition of how to counter attacks, how to react to provocations*
- *"on air" – YOUR best practice interviews to good and bad journalists*
- *"Call for papers" – short repetition of do's and dont's in press releases // YOUR best press release beginning*

### 13:00 – 14:00 Lunch break



**14:00 – 16:30 Session 2 – „Masterplan” - How to develop your perfect PR-Strategy**

- *Theory input: what is a communication concept for?*
- *What steps to take: Briefing and Research, Analysing and To Dos, Targets, Target groups, Positioning and Messages, Strategy, Measures, Planning of Feedback*
- *“Do it yourself!” - YOUR first vision of a possible PR-Strategy for your institution*
- *Presenting your PR-Strategy in a Press Conference to the audience*

**16:30 – 17:00 Session 3 – „Cinema Paradiso” - Analyze of film material**

- *Watch the results: analyzing your individual film-clips*
- *Feedback, feedback, feedback*