



Leadership  
in Strategic  
Communication  
Workshop

# Solve Problems in Stages

**LSCW 2024**

Sunday, **17th November**  
Friday, **29th November**



## About CCSI/JHCCP LSCW

The Centre for Communication and Social Impact (CCSI) and the Johns Hopkins Center for Communication Programs, Baltimore, USA are pleased to offer the 17th Leadership in Strategic Communication Workshop (LSCW) to be held in Nigeria.

It is an in-country version of the popular workshop held annually at the Johns Hopkins Center for Communication Programs Baltimore, USA. It explores the essential elements of successful communication in the context of integrated health and other social development programs.

The ultimate vision of the LSCW is to promote more effective, state-of-the-art programs that will improve the quality of communication for health and social development.



# Course Content

It applies the latest thinking in leadership development to strategic communication planning. This two-week course has proven to be critically important in developing a positive change in the ability to design, implement, and supervise SBCC activities.

During the workshop, all participants must fill a commitment form which helps the LSCW faculty and the participants' supervisors to follow up on their progress and application of knowledge gained after the workshop.



## Apply key leadership principles

in designing strategic health communication programs



## Follow the P- Process

to build programs systematically



## Apply

the theories of communication



**Develop**  
participatory programs



**Enhance**  
advocacy skills



**Build institutional capabilities to develop**  
self sustaining programs using Behavioral Economics and Human Centered Design



**Improve**  
interpersonal communication skills and face-to-face interactions



**Strengthen**  
community mobilization skills and document key learnings



**Attract** corporate and media support to leverage communication program costs



**Evaluate** communication programs to improve future performance.



## Admission

Admission to the course is highly competitive. We strongly advise interested applicants to apply early due to limited space. Please kindly note this is a paid workshop. Interested applicants can fill the application form at <https://lscw.ccsimpact.org/registration/> before **23rd August 2024.**

While special expertise in communication is not required for participants, a strong commitment to effective communication program is expected.

Upon acceptance, a sponsorship form will be sent, and payment should be made using bank details included in the sponsorship form by **13th September 2024.**



## Accommodation

The workshop will be held at AES Luxury Apartments, Plot 1118, Daki Biu District, Along Jabi Airport Road, Opposite Citec Estate FCT, Abuja, a safe, secure and conducive venue.

We require that all participants without exception reside at the venue of the workshop.

Participants' rooms are equipped with;



a private bathroom



cable TV



free WiFi for in-house guests.



## Additional Information

For early bird registration, group customized packages and other workshop information, [contact info@ccsimpact.org](mailto:info@ccsimpact.org)



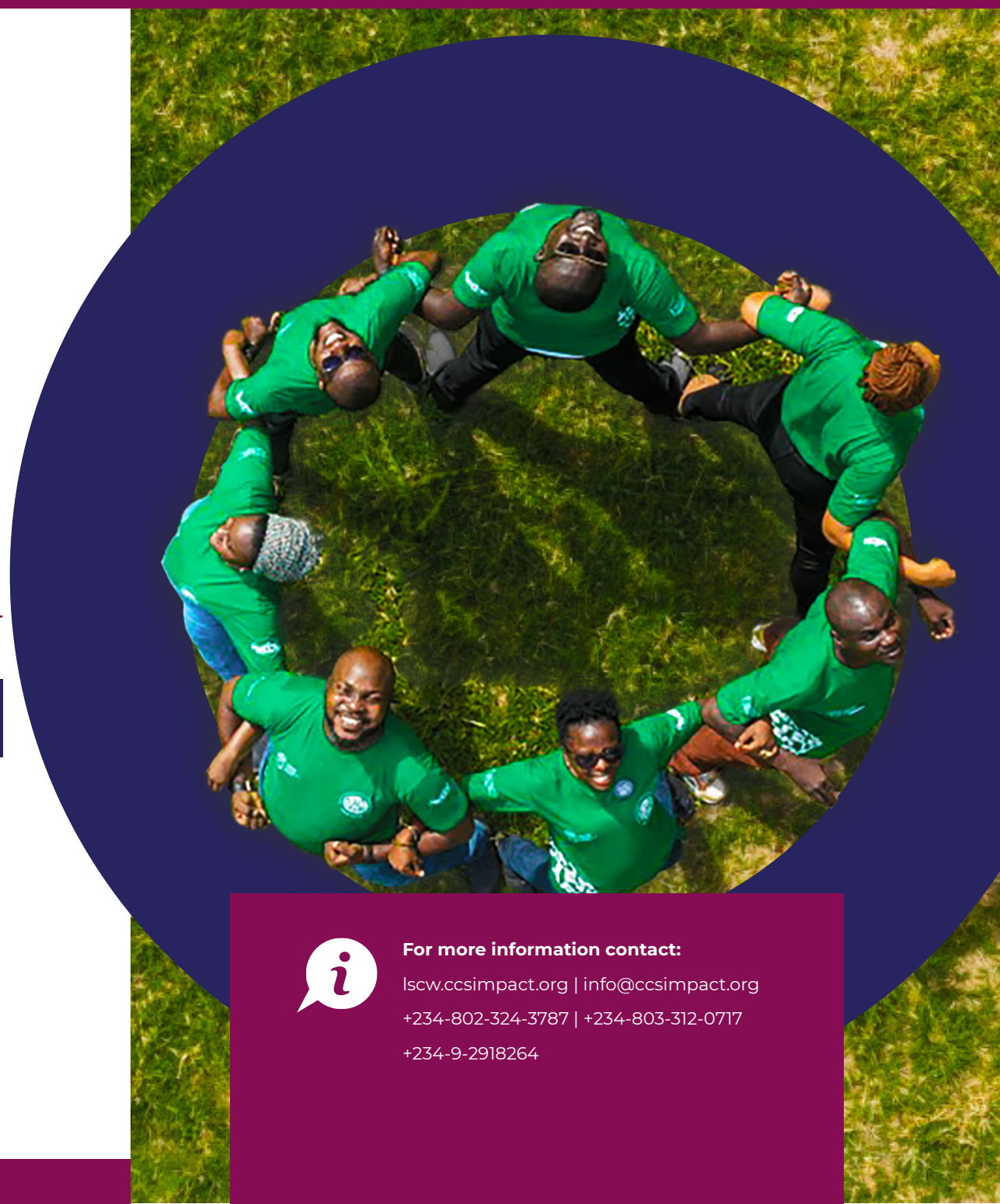
Workshop fee covers tuition, accommodation, materials and tours.



Breakfast, tea breaks (morning & evening) and one group lunch are offered on workshop days except weekends.



**"Dinner is not included."**



**For more information contact:**

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