

EFFICIENT COMMUNICATION AND PUBLIC RELATION IN JUDICIARY

22 – 23 May, 2009

OSCE Mission to Serbia, Belgrade

22 May, 2009 (Friday)

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| 10.00 – 10.15 | Introductory information, objective of the training <ul style="list-style-type: none">• OSCE representative• The role of PR in judicial organs – Ms. Vesna Dabić, PR Adviser in the Supreme Court of Serbia |
| 10.15 – 10.45 | Creation of the communication strategy, Press office |
| 10.45 – 11.15 | Internal and external PR (education of judges and prosecutors, cooperation with judges and prosecutors, relations with media, other courts and prosecutors offices, state organs and international organizations) |
| 11.15 – 11.30 | Coffee break |
| 11.30 – 12.15 | Daily agenda of a PR; Means of communications with media (press clipping, press release, retraction, statements, photo, interviews, internet presentation, press conference, press kit, organizing media event) |
| 12.15 – 12.45 | Establishing and improving relations with media, types of media and specificities (printed and electronic media – similarities and differences, what to do and what to avoid in relations with journalists, education of media about judicial organs, education of judges and prosecutors about media) |
| 12.45 – 13.30 | Specificity of public relations in prosecutors offices (Bruno Vekarić) |
| 13.30 – 14.30 | Lunch |
| 14.30 – 15.00 | TV interviews and public performance (preparation, language used on TV, deportment in front of cameras, body language, dress code, preparation and public speech) |
| 15.00 – 15.15 | Coffee break |
| 15.15 – 16.00 | Judicial Public relation, restraints (Right to privacy and Right to be informed, Serbian regulations and article 10 of the European Convention) |

23 May, 2009 (Saturday) (practical presentation)

10.00 – 11.00	Department in front of cameras – exercise (four persons)
11.00 – 11.15	Coffee break
11.15 – 12.15	Department in front of cameras – exercise (four persons)
12.15 – 13.00	Conversation with a journalist, suggested Mr. Đorđe Vlajić, editor and journalist of the BBC World Service for Serbia (problems of journalists in communication with judiciary)
13.00 – 14.00	Lunch
14.00 – 15.30	Basic elements and protocol rules
14.30 – 15.30	Conclusions, questions and answers

Depending on the number of the training participants and time needed for practical exercises in front of cameras, it would be possible to conduct an exercise on Press conference.