

# Session 4: Strategies for effective engagement

**Time zone 1: Friday, 9 August (9:30 - 11:00 UTC)**

**Time zone 2: Monday, 12 August (17:30 - 19:00 UTC)**

**Objective:** This session will tie up all the discussions in the previous days and move towards developing key strategies to engage in advocacy. In this session, the participants will be looking at elements involved in developing responsive strategies for engaging in effective international advocacy. The session will also discuss the importance of building networks, engaging effectively with relevant actors, and developing the necessary resources, including necessary research and documentation.

## **Session plan:**

The session will aim to respond to questions such as:

- Why is it necessary to develop a strategy for international advocacy?
- What are the key elements that a strategy must hold?
- What are the various approaches that can be adopted to engage in international advocacy?
- Who are the actors that we can reach out to for support and networking?
- How can we develop effective communication and campaigning for international advocacy?

*\*Reading materials and tables are hyperlinked, please click the text to access*

## **Reading Materials:**

### ***Suggested Readings***

1. [APC, Advocacy Strategy and Approaches: Overview](#)
2. [World Neighbors, A New Weave of Power, People & Politics: The Action Guide for Advocacy and Citizen Participation, Mapping Advocacy Strategies](#)

## ***Additional Readings***

1. ISHR Academy, Advocacy Roadmap
2. UNICEF, Advocacy Toolkit: Developing an Advocacy Strategy
3. BOND, The How and Why of Advocacy

## **Representations:**

1. Advocacy Strategies
2. A Strategic Approach to Advocacy
3. List of Regional and International Groups Dealing with Advocacy
4. Incident Reporting Template by BHRRC

## **Presentation Slide:**

- ENGLISH
- SPANISH

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