

<b>Event title</b> <i>Improving forest communication for people and forests</i>	
<i>Organizers: Asia-Pacific Forest Communication Network (APFCN), with RECOFTC – The Center for People and Forests and Food and Agriculture Organization of the United Nations</i>	
Stream No./Venue/Room No. 4/Holiday Inn/Room No. TBC	
Event description Don't miss this fun and creative session filled with drama, humour and live action! We will learn about what works in forest communication through engaging activities that get the audience involved in discussions with top communication experts. By the end of this session, participants will have a shared understanding of how communication can help address the fundamental challenges facing people and forests in the Asia-Pacific region; and how different kinds of communication approaches (participatory development communication, mass media, etc) can contribute toward different kinds of forest programme goals.	
Programme	
11.00-11.05	▪ Opening and welcome
11.05-11.15	▪ <b>Forest communication challenges and opportunities</b> , Kai Lintunen, UNECE/FAO Forest Communicators' Network
11.15-11.45	▪ <b>Forests in the news:</b> Through reviewing forest news stories we learn tips work more effectively with media
11.45-12.05	▪ <b>From information dissemination to community participation:</b> Using participatory drama, we learn about participatory development communication (PDC), Guy Bessette, Winifredo Dagli, Maria Stella Tirol, College of Development Communication, University of the Philippines in Los Baños
12.05-12.25	▪ <b>Ask Dr. Comms:</b> Audience members are invited to bring their communication 'ailments' to global communication specialists, Kay Montgomery, Caroline Liou, Kai Lintunen, Patricia Sfeir, Ingwald Gschwandtl, Raul Perez Albrecht, Maria De Cristofaro, Global Forest Communication Network representatives
12.25-12.30	▪ <b>Improve your forest communication - Join us!</b> , Ingwald Gschwandtl, FAO/UNECE Network Director, Forestry, Environment and Water Management, Federal Ministry of Agriculture, Austria; Caroline Liou, Asia-Pacific Forest Communication Network, Communication Manager, RECOFTC - The Center for People and Forests