



european  
youth forum

# **Training Module Proposals**

**by the Pool of Trainers of the  
European Youth Forum**

*Each training module is adaptable to the needs and realities of your organisation.*



## Advocacy & Lobbying for Youth Organisations

Do you have a hard time getting your voice heard?

Want to strengthen your influence?

Want to reach politicians and opinion leaders but you find difficult to get your message across?

### **How will this training module help you?**

This training module will help you to strengthen the capacities of your organisation to plan, implement and evaluate an advocacy process. You will explore advocacy on various levels and build competences to use participatory approach in advocacy work.

Furthermore, this training will help you to understand the difference between advocacy and lobbying, and will give you the techniques for addressing policy makers at and making stakeholders analysis.

### **Programme elements**

- What is advocacy & advocacy cycle
- Stakeholders & power mapping
- Evaluation and impact assessment of advocacy processes
- Participatory approach in advocacy work
- Lobbying & how to approach decision makers
- Building advocacy strategies, tools and practices

Training can be organised, around one of these topics or few combined, depending on your organisational needs.

### **Who is this training for?**

- Member Organisations who need a boost in their advocacy activities;
- Member Organisations that need to create or improve their advocacy strategy;
- The training is convenient for the leadership, the staff and your own member organisations;
- Anyone having an interest to gain new perspectives on advocacy in their organisational context.

### **Format: 3-7 days training course**

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## Youth Policy Essentials

Are you having trouble keeping up with all those youth policy processes?  
Are you afraid that youth policies in your environment are created in a non-inclusive way and not reflecting the actual needs of young people?  
Do you need help in developing your own policy documents?

### How will this training module help you?

This training module will help you to understand the principles of youth policy and get familiar with existing frameworks on local, national and European level. It will equip the members of your organisation with the basic competences to engage in youth policy processes, and will help them to learn the essential elements and steps.

It will also support you in developing and improving your own policy documents, in an inclusive and transparent way.

### Programme elements

- Youth policy cycle
- Principles of youth policy (participatory, cross-sectoral, evidence-based, resources, strategic, accountable, multi-level, rights-based, gender responsive, governmental authority etc.)
- Stakeholders of youth policy
- Policy frameworks and key documents (European Youth Strategy, national and local frameworks)
- Duty-bearers and rights-holders
- Youth policy revision and development

Training can be organised, around one of these topics or few combined, depending on your organisational needs.

### Who is this training for?

- Shakers and shapers of youth policy!

**Format: Webinar on “8 standards for a quality youth policy” followed by a 2-3 days training course.**



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## Organisational Management

Do you find it's difficult to have an overview of the activities and tasks in your organisation?

Are you considering a new strategic plan? You've noticed a lack of knowledge transfer and gaps, every time someone leaves the organisation?

Are your members having the same understanding of the organisational vision, mission and values?

### **How will this training module help you?**

This training module will help you organise the daily life in your organisation and strengthen your organisational sustainability. It will reinforce the quality management of your organisation and help you increase your impact as youth organisation.

From facilitation of development of your strategic and operational plans, to building an effective decision making and management structures, this module will support you in getting ahead of all governance challenges, and feeling prepared for the day to day managerial tasks of your organisation.

### **Programme elements**

- Preparation, implementation and recapitulations of needs analysis
- Strategic Planning
- Organisational Structure and Decision-Making
- Effective Leadership
- Membership Management
- Change Management

Training can be organised, around one of these topics or few combined, depending on your organisational needs.

### **Who is this training for?**

- The choice of your target audience will largely depend on the approach and area you choose. The training module is useful for Boards, Secretariats and managerial bodies or any project team in your organisation.

### **Format: 3-5 days training course**



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## Organisational Communications

How does your organisation introduce itself to others?  
Do you want it to become more visible and engaged with your target audience?  
Do you need a communication boost in your campaigns?

### How will this training module help you?

This training module will help you to upgrade the everyday communication practices of your organisation. Through it, you will be able to identify your organisation communication needs and analyse your current situation. You will get better understanding of the different elements related to communications (identity, target group, stakeholders, channels) and learn new tools for improving your internal, external and public communication.

#### Internal and external communication

- How to build effective communication structures and tools within the organisation.
- How to communicate with external audience (beneficiaries, institutions, partners, sponsors)

#### Programme elements

- Strategic approach to communications in organisations (communications strategy, social strategy)
- Internal communication
- External communication (networking, developing message)
- Digital communication and social media tools

Training can be organised, around one of these topics or few combined, depending on your organisational needs

### Who is this training for?

- Communications should be collectively developed by different roles within the organisation, not only the communication officer. Therefore we suggest this training for anyone who can multiply the outcomes within your organisation be it someone from secretariat, board, members or volunteers.

### Format: 3-5 days training course