

PRIDE Master Class: 1 September 2024 – 4 September 2024

" Effective Communication in Doctoral Education "

hosted by the University of Zagreb, the Centre for Advanced Academic Studies (CAAS) in Dubrovnik,
Don Frana Bulica 4, 20000 Dubrovnik, Croatia



Doctoral education involves various stakeholders, including PhD candidates, supervisors, administrators across different departments, policymakers, funding bodies, and the university leadership. Communicating effectively with this diverse audience, each with its unique interests and needs, can be challenging.

In today's digital age, information overload is a common problem. Cutting through the noise and ensuring our messages are heard and understood amidst a sea of information is a constant challenge. Moreover, communication channels and technologies are continuously evolving. Keeping up with these changes and selecting the most appropriate channels for our target audience is an additional challenge.

As professionals in Doctoral Education, we are both the hub of information and the first point of contact. This role requires us to be well informed ourselves and to establish consistent and credible communication strategies. Building trust and gaining recognition in this process takes both time and effort.

Our masterclass is characterised by:

- Keynote contributions from communication experts and experienced professionals,
- Opportunities to network with like-minded professionals,
- Space to speak up, share and exchange ideas and build valuable relationships,
- Learn practical tools and techniques that you can use in your professional life.

Programme – PRIDE Master Class 2024

Sunday, 1 September 2024: Welcome and Icebreaker

Afternoon Session: Opening and Networking

16:00 – 16:30	Registration and Welcome Drink
16:30 – 16:45	Welcome, Overview of Workshop Objectives and Schedule
16:45 – 17:15	Icebreaker Activity
17:30	Short City Tour
18:45	Sundown Boat Ride

Monday, 2 September 2024: Foundations of Professional Communication

07:00 *Morning Swim*

Morning Session: Effective Communication Frameworks

09:00 – 9:15	Intro to the Masterclass
9:15 – 10:15	Keynote Address by David Bogle: "When communication breaks down: the Art of Communication in Higher Education", focusing on strategic communication within academic settings.
10:15 – 10:45	Coffee and Health break
10:45 – 11:15	Group Work
11:15 – 12:15	Working group: "Mapping Your Communication Landscape", identifying key stakeholders in doctoral education, exploring their communication needs and your communication goals. Who and how.
12:15 – 12:30	Reflection
12:30 – 14:00	Lunch

Afternoon Session: Effective Communication in Doctoral Education Programs

14:00 – 14:30	Introduction to communication challenges in Doctoral Programs
14:30 – 15:00	Self-assessment as communicator
15:00 – 15:30	Working groups: internal communication routes for candidates and faculty
15:30 – 15:45	Grab a coffee and stretch your legs
15:45 – 16:15	Reflection on Working Groups
16:15 – 17:00	Case studies discussion: crisis in communication + feedback to the plenum
19:30	Dinner at Orhan

Tuesday, 3 September 2024: Communication in Practice

07:00 Morning Swim

Morning Session: Getting the right mix to succeed

9:00 – 10:00	Keynote Address by Denis Billotte: "Finding the right mix. Integrating Communication Skills with Professional Roles"
10:00 – 11:00	Q &A / collecting good and bad practices: "What worked, what didn't"

Afternoon: Social Event

Around 12:00 Social Event with excursion

Wednesday, 4 September 2024: Engagement

07:00 Morning Swim

Morning Session: Make yourself heard in the noise

9:00 – 10:00	Keynote Address by Hendrik Eijsberg: "How to reach the outside? Contributions by professionals"
10:00 – 10:30	Ken Wann (via Zoom): noise in communication
10:30 – 11:00	Coffee and Health break
11.00 – 12:30	Working groups: mitigation strategies – how to reach your target groups

12:30 – 13:00 Presentation of WGs

13:00 – 14:00 Lunch

Afternoon Session: Practical Application and Workshop Closure

14:00 – 15:15 Co-working Activity: "Developing a personalized communication plan"
(Participants develop a comprehensive communication strategy for
their roles)

15:15 – 16:00 Presenting the plans, commitment to action, recap of the workshop,
feedback

16:00 Farewell and Final Networking