

Workshops on Communication in Bolivia



Mid February 2011, DECP-expert Peter Boorsma gave a series of workshops on communication in Bolivia. Participants were the staff and board members of the 'Federación Entidades Empresariales Privadas de Cochabamba' and the 'Federación de Empresarios Privados de Oruro'.

Peter, who speaks Spanish fluently, discussed the following subjects: principles and tools of communication, communication with the members (website and news bulletin), drafting a communication strategy plan, dealing with the press, communication in times of crisis. For the workshop an interactive model was used in which the participants discussed more with each other and made exercises and the trainer acted more as a facilitator than as a teacher. All together some 50 participants attended and they were very enthusiastic about the workshop.

