



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Advocacy Campaign And Workshop Support Skills Training

Education, Training and Development / Adult Learning

Unit Standard 110047 · NQF Level 1 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the skills to plan, support, and evaluate advocacy campaigns and workshops. It focuses on stakeholder engagement, resource management, and facilitation techniques to ensure effective advocacy initiatives.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	110047
Accreditation	SAQA Accredited · NQF Level 1 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Plan and organise an advocacy campaign or workshop, including defining objectives, target audiences, and timelines.
- Implement resource management strategies to support campaign activities, including budgeting and logistics.
- Facilitate workshops using participatory methods to engage stakeholders and gather input.
- Evaluate the effectiveness of advocacy campaigns and workshops against set criteria.
- Apply communication strategies to promote campaign messages and mobilise support.
- Demonstrate ethical and inclusive practices in advocacy and workshop settings.

WHO SHOULD ATTEND

- This course is designed for community organisers, NGO staff, and corporate social responsibility practitioners who need to support or run advocacy campaigns and workshops.

COURSE OUTLINE

Day 1: Introduction to Advocacy and Workshop Support

- What is advocacy? Key concepts and principles
- Types of advocacy: self-advocacy, individual advocacy, systems advocacy
- Overview of advocacy campaigns and their components
- Introduction to workshop facilitation and support
- Case studies of successful advocacy in South Africa

Day 2: Stakeholder Analysis and Issue Identification

- Stakeholder mapping and analysis techniques
- Power dynamics and influence mapping
- Issue identification: root cause analysis
- Framing issues for maximum impact
- Practical exercise: stakeholder mapping

Day 3: Campaign Planning and Strategy Development

- Setting campaign goals and objectives
- Audience segmentation and message development
- Advocacy strategies: lobbying, media, grassroots mobilisation
- Tactics: petitions, meetings, events, social media
- Campaign planning template and group work

Day 4: Workshop Facilitation Skills

- Facilitation principles and styles
- Workshop planning: agenda, materials, logistics
- Participatory methods: brainstorming, role-play, group discussions
- Handling challenging participants and conflicts
- Practical facilitation exercise

Day 5: Communication and Messaging for Advocacy

- Message development frameworks
- Storytelling techniques for advocacy
- Writing effective press releases and op-eds
- Designing simple advocacy materials
- Public speaking practice and feedback

Day 6: Media and Digital Advocacy

- Traditional media: building relationships with journalists
- Digital advocacy: websites, email campaigns, social media
- Creating shareable content (videos, infographics)
- Monitoring media mentions and impact
- Case studies of digital advocacy campaigns

Day 7: Monitoring, Evaluation, and Learning

- Introduction to monitoring and evaluation (M&E)
- Developing logic models and theories of change
- Quantitative and qualitative data collection methods
- Analysing and reporting on advocacy outcomes

- Adaptive management in campaigns

Day 8: Coalition Building and Partnership Management

- Types of coalitions and networks
- Building and sustaining partnerships
- Governance, roles, and responsibilities
- Communication and decision-making in coalitions
- Conflict resolution techniques

Day 9: Integration, Action Planning, and Course Review

- Review of key concepts and skills
- Group work: developing a full campaign plan
- Presentation of campaign plans
- Peer and facilitator feedback
- Personal action planning and resources

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 1**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 33,300.00	R 33,300.00
1	In-House	R 43,300.00	R 43,300.00
1	On-Campus (Pretoria)	R 50,000.00	R 50,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
31 Jul 2026	12 Aug 2026	On-Campus	Mauritius
03 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
04 Aug 2026	14 Aug 2026	On-Campus	Mauritius
05 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	17 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 110047) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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