



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 Campaigns And Workshops For Development Practice Training

Education, Training and Development / Adult Learning

Unit Standard 110056 · NQF Level 4 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips development practitioners with the skills to design, implement, and evaluate advocacy campaigns and workshops that drive social change. Participants will learn to mobilize communities, influence policy, and facilitate participatory workshops to amplify marginalized voices.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	110056
Accreditation	SAQA Accredited · NQF Level 4 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the socio-political context to identify advocacy opportunities and constraints.
- Design a comprehensive advocacy campaign strategy with clear goals, targets, and tactics.
- Develop workshop materials and facilitation plans that promote active participation and learning.
- Implement monitoring and evaluation frameworks to assess advocacy impact.
- Demonstrate effective communication and negotiation skills for stakeholder engagement.
- Evaluate the ethical implications and power dynamics in advocacy and workshop settings.

WHO SHOULD ATTEND

- This course is designed for development practitioners, NGO staff, community organizers, and policy advocates seeking to strengthen their advocacy and workshop facilitation skills within the South African development context.

COURSE OUTLINE

Day 1: Introduction to Advocacy and Development Practice

- What is advocacy? Definitions and types
- Advocacy vs. lobbying: distinctions and overlaps
- The role of advocacy in sustainable development
- Overview of SAQA unit standard 110056
- Ethical frameworks for advocacy practitioners
- Introduction to the South African development context

Day 2: Stakeholder Mapping and Power Analysis

- Stakeholder mapping tools and methods
- Power analysis frameworks (e.g., 'power cube
- Identifying allies, opponents, and neutral parties
- Building coalitions and partnerships
- Case studies on stakeholder engagement in SA

Day 3: Developing Advocacy Messages

- Elements of an effective advocacy message
- Audience analysis and message framing
- Using data and research to support messages
- Storytelling techniques for advocacy
- Message testing and adaptation

Day 4: Campaign Planning and Strategy

- Campaign cycle: planning, implementation, evaluation
- Setting advocacy goals and objectives
- Developing a theory of change
- Activity planning and resource mobilisation
- Risk assessment and contingency planning
- M&E; frameworks for campaigns

Day 5: Workshop Design and Facilitation

- Principles of adult education and participatory learning
- Workshop design: needs assessment, objectives, agenda
- Facilitation techniques: icebreakers, group work, plenary
- Handling difficult dynamics and conflict
- Evaluating workshop effectiveness

Day 6: Media and Communication for Advocacy

- Media landscape in South Africa
- Writing for different media: print, broadcast, online
- Social media advocacy: platforms, content, analytics
- Media monitoring and response
- Crisis communication planning

Day 7: Policy Influence and Legislative Advocacy

- Policy cycle: agenda-setting, formulation, implementation
- Mapping decision-makers and influencers

- Strategies for engaging with parliament and local government
- Submissions, petitions, and public hearings
- Case studies of successful policy advocacy in SA

Day 8: Monitoring, Evaluation, and Learning in Advocacy

- Challenges in measuring advocacy impact
- Outcome mapping and contribution analysis
- Developing indicators for campaign progress
- Learning loops and adaptive management
- Reporting and communicating results

Day 9: Integration, Action Planning, and Course Synthesis

- Synthesising key concepts and skills
- Action planning: from learning to practice
- Peer feedback sessions on draft plans
- Professional ethics and continuous learning
- Course evaluation and certification

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 4**.

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
03 Aug 2026	13 Aug 2026	On-Campus	Mauritius
04 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
04 Aug 2026	14 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	18 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE

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 110056) 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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