The World Bank-Annenberg Summer Institute is designed for leaders, strategists and advisors who want to strengthen the critical communication skills required to support change agents and reform initiatives in developing countries.

During the 10-day program, participants will learn the most recent advances in strategic communication and best practices for reform. The program encourages participants to collaborate with peers to solve complex problems, examine real-world case studies and learn from leading experts in the field of communication and reform. Participants will develop the skills required to bring about real change, leading to development results.

Leaders will connect with a global network of development professionals working on initiatives in the public, private and non-profit sectors.

Participants will acquire critical skills in five key areas:

- Interpreting and using political analyses.
- Crafting multi-stakeholder collaboration, coalition and network building strategies and tactics to support reform.
- Developing strategic communication skills that lead to development results.
- Leveraging social/digital media tools and analytics effectively.
- Building communication metrics and applying monitoring and evaluation frameworks relevant to reform.

WHO SHOULD APPLY?
The course is intended for professionals working on reform initiatives around the world including: strategists, government advisors, senior development practitioners, communication professionals, social entrepreneurs and executives who want to build leadership capacity and effect change.

Successful applicants will possess:

- A minimum 10 to 15 years of professional experience with a focus on multi-stakeholder engagement.
- A masters degree or equivalent in communication, public affairs, political science, international relations, economics, or related field.
- Fluency in spoken and written English.
SUMMER INSTITUTE ALUMNI

Tunya Celasin  
World Bank/Turkey  
“I absolutely would recommend this program to any communications person in the business, let it be sort of in the public sector side, let it be in private sector, or in an international organization like mine.”

Tunji Lardner  
West African NGO Network  
“The idea of having a program that focuses on the business of governance and then embedding communications as being central to the process of delivering reforms appealed to me greatly.”

Louise Agersnap  
United Nations Development Group  
“Communication is key to almost everything we do and this is a course that will make you a powerful communicator in almost all contexts.”

84%  
of alumni would recommend the Summer Institute to others.

81%  
of past participants say the course far exceeded their expectations.

67%  
of past participants have assumed some type of leadership role in their sector, since attending the Summer Institute.

FACULTY  
The course is taught by leading experts from the External and Corporate Relations (ECR) Operational Communications unit and others across the World Bank Group; the Annenberg School for Communication and Journalism at the University of Southern California; and the Annenberg School for Communication at the University of Pennsylvania.

OUR GOAL  
We are working to develop online platforms for continuous learning to support the engagement of course alumni and promote the formation of active practitioner networks.

LOS ANGELES: WHERE BUSINESS, INNOVATION AND MEDIA INTERSECT  
Los Angeles is one of the most important media centers in the world. Here, participants get an insider’s view of social marketing, technology, and entertainment as vehicles for policy change and implementation.

Visit exed.annenberg.usc.edu/SummerInstitute