



THINK
TANK HUB

Winter School Programme 04/02/18 - 10/02/18

Day	Module	Thematic Programme	Lecturers/Organizations to visit	Location
Sun 4 am	Introductory Day	<ul style="list-style-type: none">• Registration• Welcome	10:00 am to 10:30 am - Yan Luong, Deputy Director, <i>foraus</i> and Head of the Think Tank Hub	Impact Hub Geneva Rue Fendt 1, 1201 Geneva
		<ul style="list-style-type: none">• Brief introductory lecture about the history of think tanks: from the Anglo-American think tank to 21st century think tanks around the world (in Latin America, Africa, Europe, South Asia, Middle East, etc.).• Participants develop and review personal learning journals.	10:30 am to 12:40 pm Enrique Mendizabal, Founder, On Think Tanks 13:00 Lunch at the old town	Impact Hub Geneva Rue Fendt 1, 1201 Geneva
Sun 4 pm		<ul style="list-style-type: none">• Geneva city tour	15:00 Beginning of the tour (2 hours approximately)	Geneva Old Town



<p>Mon 5 am</p>	<p>Developing a Policy Relevant Research Agenda</p>	<p>During this session participants will explore some of the following issues:</p> <ul style="list-style-type: none"> • Making research relevant for policy: what problems, what questions • Developing policy relevant research agendas: engaging stakeholders • Setting up research teams: models and skills • Policy research and SDGs: framing research for the 2030 Agenda 	<p>9:00 am to 9:15 am - Samir Yeddes, first Secretary for Global governance, Think tanks, platforms, academia at the Permanent Mission of Switzerland to the UNO.</p> <p>9:15 am to 10:30 pm - Leandro Echt, Research Associate, On Think Tanks</p> <p>10.30 pm to 12.30 pm - Andrea Ordoñez, Director of Southern Voice</p>	<p>Think Tank Hub Geneva World Meteorological Organization (WMO) building 7bis Avenue de la Paix 1211 Geneva</p>
<p>Mon 5 pm</p>	<p>Afternoon visit</p>	<p>During the visit participants will be able to explore some of the following issues:</p> <ul style="list-style-type: none"> • How to collaborate and engage with the UN as a think tank? • Resources and tools for think tanks to develop their research agendas • Enhancing policy to be coherent and relevant to SDGs • The role of communication in the development and implementation of a research agenda 	<p>14:00 pm to 15:30 pm - Francesco Pisano, Director, UN Library</p> <p>16:00 pm to 17:00:00 pm - Library Presentation and Visit by Cristina Giordano</p> <p>17:00 pm to 17:45 pm - Visit of the Palais des Nations</p>	<p>Palais des Nations 1211 Geneva</p>
<p>Informal apero (18:15 Bar “Le Bout d’la Rue”, Rue de l’Ecole-de-Médecine 14, 1205 Genève)</p>				



Tue 6 am	Communication strategies	<p>During this session participants will explore some of the following issues:</p> <ul style="list-style-type: none"> • Identifying target audiences • Choosing communication channels (publications, media, events and digital) and tools. • Measuring impact and effectiveness of each and of the overall strategy. • Effective outreach techniques and tactics • Balancing relevance, impact and quality • Communication and New Technologies 	9:00 am to 11:45 pm - Jeff Knezovich, former digital communications manager for the Nuffield Trust and communications officer at the Overseas Development Institute (ODI)	Graduate Institute - Pétale 1 - Salle S5 Chemin Eugène-Rigot 2, 1202 Genève
Tue 6 lunch	Brown-Bag lunch	<ul style="list-style-type: none"> • Brown bag lunch on SDGs 	12:15 pm to 13:30 pm - Kali Taylor, Advisor at the UN SDG Lab	Graduate Institute - Pétale 1 - Salle S5 Chemin Eugène-Rigot 2, 1202 Genève
Tue 6 pm	Afternoon visit	<p>During the visit participants will be able to explore some of the following issues:</p> <ul style="list-style-type: none"> • Developing digital content in the age of social media: video, animation, live, infographics • Digital influencers and digital advocacy: current trends • How can the media best work with think tanks? What is the best way in which think tanks can approach the media? 	<p>14:00 pm to 15:15 pm - Yan Luong, Deputy Director, <i>foraus</i> and Head of the Think Tank Hub, former digital communications manager at ICRC and Jérôme Favre, Coordinator of <i>foraus</i> Geneva</p> <p>15:45 pm to 17:00 pm - Catherine Fiankan-Bokonga, Correspondent Journalist, United Nations Office ; Vice President, Geneva Press Club</p>	<p>Graduate Institute - Pétale 1 - Salle S5 Chemin Eugène-Rigot 2, 1202 Genève</p> <p>Geneva Press Club Route de Ferney 106 La Pastorale 1202 Geneva</p>



		<ul style="list-style-type: none"> • What can think tanks expect from the media - what should they not expect from it? 		
19:30 pm - Fondue dinner at Bains des Pâquis (FYI: cash only) Quai du Mont-Blanc 30, 1201 Genève				
Wed 7 am	Monitoring, Evaluation and Learning	<p>During this session participants will explore some of the following issues:</p> <ul style="list-style-type: none"> • How to keep the organisation current even in a changing political environment? • Monitoring and evaluation of objectives • How to assess the value of a think tank? • Measuring performance internally and externally? • M&E systems and tools • How to deal with donors M&E demands? 	9:00 am to 12:30 pm - Stephen Yeo, Adviser at Large, On Think Tanks; Former Chief Executive Officer, Centre for Economic Policy Research	Think Tank Hub Geneva World Meteorological Organization (WMO) building 7bis Avenue de la Paix 1211 Geneva
Wed 7 lunch	Lunch	Lunch get together with future think tank founders		Think Tank Hub Geneva
Wed 7 pm	Afternoon visit Campus Biotech	Reflection journals Communication of complex ideas	13:30 to 14:30 - Work on learning journals 14:45 to 17:00 - Blue Brain Project	Think Tank Hub Geneva Campus Biotech
Free evening				



Thu 8 am	Fundraising and financial management	<p>During this session participants will explore some of the following issues:</p> <ul style="list-style-type: none"> • Developing a sustainable funding strategy for a think tank • Identifying and evaluating possible funding sources: core funding, project funding and revenues. • Managing relationships with funders': balancing demands and interference (how to guarantee independence?) • Ensuring sound financial management and accountability. Keeping track of income and expenses. • Creating a sound finance team: roles and responsibilities. • How to be transparent? 	<p>9:00 am to 12:30 pm - Sonja Stojanovic Gajic, Director, Belgrade Centre for Security Policy</p>	<p>Think Tank Hub Geneva World Meteorological Organization (WMO) building 7bis Avenue de la Paix 1211 Geneva</p>
Thu 8 pm		<p>During the visit participants will be able to explore some of the following issues:</p> <ul style="list-style-type: none"> • What is fundraising – and what is it not? • Requirements for fundraising • Finding the right fundraising mix • The donor journey • Accountability in fundraising • Fundraising tools • Monitoring and Evaluation • Impact Assessment 	<p>13:30 pm to 15:00 pm - Dr. Marc-André Pradervand, former Head of Direct Marketing & Donor Care Unit a.i., Médecins Sans Frontières (MSF) Switzerland</p> <p>15:00 pm to 17:00 pm - Work on learning journals</p>	<p>Think Tank Hub Geneva World Meteorological Organization (WMO) building 7bis Avenue de la Paix 1211 Geneva</p>
<p>17:30 - Networking afterwork - Scandal Bar - 24 rue de Lausanne - 1201 Geneva</p>				



Fri 9 am	Governance and Management for think tanks	During this session participants will explore some of the following issues: <ul style="list-style-type: none">• Think tank business models: old and new.• The size, role and structure of boards of trustees or directors. Induction, recruitment and renewal.• Delegation of responsibility from the board to senior management• Selecting the right people for leadership roles and developing management cadres within an organisation• Organisational management competencies. Programme and project management skills.• Management systems and tools• Knowledge and information management, developing a pool of experts/fellows (recruitment and team building).• Fostering creativity within the team and guaranteeing innovative outcomes (in content and format)	9:00 am to 12:00 pm - Simon Maxwell, former Executive Director of the Overseas Development Institute	Maison de la Paix Pétale 1, Room S4 Chemin Eugène-Rigot 2, 1202 Geneva
12:30 pm to 13:30 pm - Brownbag Lunch on Governance - Emilia Pasquier, Director, <i>foraus</i>				



Fri 9 pm	Afternoon visit	<p>During the visit participants will be able to explore some of the following issues:</p> <ul style="list-style-type: none"> • The use of expertise in international organizations • The challenges of integrating research done outside of international organizations into their activities • The grassroots think tank model • Board member skills • How to can boards best help the think tank to deliver their mission? • Governance and management • Linking policy to decision-making 	<p>13:45 pm to 15:15 pm - Thomas Biersteker, Director of Policy Research, Graduate Institute Geneva</p> <p>15:30 pm to 16:15 pm - Luca Brunner, Co-Head foraus global</p> <p>16:30 pm to 17:30 pm - Alexandre Biedermann, Vice President of the Board, foraus</p>	<p>Maison de la Paix Pétale 1, Room S4 Chemin Eugène-Rigot 2, 1202 Geneva</p>
19:30 pm - Group dinner Restaurant “Chez Ma Cousine” (Rue Lissignol, 5 1201 Genève)				
Sat 10 am	Lessons from the week	<ul style="list-style-type: none"> • Lessons learnt during the week and feedback to the organisers. • Time to write up learning journals • Group work to reflect on lessons and work on draft reports. 	10:15 am to 12:30 pm - Enrique Mendizabal, Founder, On Think Tanks	Impact Hub Geneva Rue Fendt 1, 1201 Geneva
Programme closure				

*Coffee breaks will be offered during the morning sessions

*Lunch and dinners must be covered by the participants

*For more information (addresses, dress code, food...) please refer to the information note or send an email to Julie Chabloz at info@thinktankhubgeneva.org