

Writing Effective Policy Briefs

ERF Training Workshop

December 8-9, 2015

Cairo, Egypt

Instructions for Participants

Dear Participants,

Thank you for participating in ERF's Training Workshop on *Writing Effective Policy Briefs*. During this workshop you will:

- Learn how to write an effective policy brief.
- Understand the relationship between research and policy.
- Learn how to turn top-quality research into policy advice.
- Produce an effective policy brief.

The first day explores *What Policy Makers Look for in a Policy Brief* and the *Art of Writing Policy Briefs*. During the workshop, authors will present their Policy Briefs for feedback. By the end of the day, authors will incorporate the feedback they have received into their briefs and deliver a modified version of their work the next day.

The second day starts with a recap of day one and a floor discussion covering any questions participants may have. After that, Policy Briefs will be presented by their authors highlighting any changes that they have incorporated into their briefs for a final round of reviews and feedback. Finally, the workshop will conclude with the announcement of the **Most Effective Policy Brief Award**.

You need to prepare a 10-minute PowerPoint presentation on your Policy Brief. More specifically, you should:

- Clearly explain the issue discussed in your Policy Brief.
- Present your research findings and where they fit with existing evidence.
- Discuss policy implications and recommendations.

The success of the workshop depends on the active participation of trainees and feedback from them. Accordingly, **participants are expected to read all of the Policy Briefs beforehand and prepare notes for participation.**

All presentations must be in English.

Participants are asked to bring along their laptops and an electrical plug/outlet suitable for use in Egypt.

Agenda

December 8, 2015: Day One

- 09:00 – 10:30 **Session 1: What do Policy Makers Look for in a Policy Brief?**
The session will explore the building blocks of an effective Policy Brief and other forms of communication used by researchers to communicate findings to policy-makers, the media and civil society, such as scholarly research reports, blog posts, audio-visual content, and social media.
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 **Session 2: Creating Messages for Policy: The Art of the Policy Brief**
The session will address how to turn research findings into policy advice, how to present complex data visually and how to target the audiences you want to reach through concise, non-technical and engaging delivery of information.
- 12:30 – 13:30 Lunch
- 13:30 – 15:00 **Session 3: Policy Briefs Discussion**
Four Participants will present their Policy Briefs followed by a floor discussion.
Engi Gamal El Deen, Sara El-Khishin, Atif Abdallah, Kazim Anil Eren
- 15:00 – 16:00 **Session 4: Policy Briefs Discussion**
Three participants will present their Policy Briefs followed by a floor discussion.
Mohammed Ali, Sherif Maher, Engi Gamal El Deen
- 16:00 – 18:00 **Session 5: Individual Work**
Participants work individually on their Policy Briefs, which will be submitted to instructors in the morning.

December 9, 2015: Day Two

- 10:00- 11:00 **Recap of Day One and Questions**
- 11:00 – 11:30 Coffee break
- 11:30 – 13:30 **Session 6: Sharing Presentations**
Policy Briefs will be presented in this plenary for final feedback. Authors should highlight the changes incorporated into their briefs.
Engi Gamal El Deen, Sara El-Khishin, Atif Abdallah, Kazim Anil Eren
- 13:30 – 14:30 Lunch
- 14:30 – 16:30 **Session 7: Sharing Presentations**
Policy briefs will continue to be presented in this plenary for final feedback. Authors should highlight the changes incorporated into their briefs.
Mohammed Ali, Sherif Maher, Engi Gamal El Deen
- 16:30-17:00 **Concluding remarks**
Taking Policy Briefs forward and thinking about future opportunities.