### *C4D Roundtable*
## Media Approaches to Communicating for Development

Tuesday 13th June 2017, 5PM-8:30PM, Sydney
Free event | RSVP essential

This event brings together academics, researchers and practitioners from across Australian universities, think tanks and NGOs. The aim is to provide a platform for international development actors involved or interested in communication for development (C4D) work to share experiences, lessons learned and recommendations that can contribute to improved practice. It also wants to be a space to encourage and facilitate collaboration between practitioners and researchers on C4D-related research projects that strengthen the value of the practice.

Communication for Development refers to the use of communication to facilitate social development. Techniques include information dissemination and education, behaviour change, social marketing, social mobilisation, media advocacy, communication for social change and community participation, primarily in countries of the Global South.

Following on from the 2015 gathering on *Communication for Development Approaches in the Australian NGO Sector and Academia*, the focus of this roundtable is to review and discuss the different uses of media in "communicating for development". This specific area of C4D is also known as *Media for Development*. Both practitioners and researchers will share their experiences in either using or studying particular media channels or media productions designed to address development issues in different parts of the world.

Hosted by the Research for Development and Impact (RDI) Network conference (www.rdiconference2017.org.au), this roundtable will be a unique opportunity to gather knowledge on Media for Development approaches among Australian NGOs and research institutions, and to broaden the network of organisations that was created with the first C4D side event at ACFID University Network Conference in 2015. A report from the previous C4D event can be accessed here:
https://www.academia.edu/15491005/Communication_for_Development_Approaches_in_the_Australian_NGO_Sector_and_Academia

**Venue**
Abercrombie Building (room TBC)
The University of Sydney
Business School
Cnr Abercrombie Street and
Codrington Street

**Event date and time**
Tuesday 13th June 2017
5PM-8:30PM

**This event is free for participants, but RSVP is essential**
**If you would like to attend, please email v.bau@unsw.edu.au**
**by Sunday 14th May 2017**

**If you would also like to present your work at this event, please email your EOI to Dr Valentina Baú at the address v.bau@unsw.edu.au no later than Sunday 14th May 2017. You will be notified of your outcome by Monday 29th May 2017**

**Event format**
The event will consist of two sessions:

1) *Table talks* – during this initial phase, selected participants will give an informal 10-minute talk on their media for development project or research; this can include a range of different media platforms and programmes, specifically designed to address a particular development issue that is relevant in the geographical, social and cultural context of the audience.

Presenters will have submitted an expression of interest to the organisers prior to the date of the event and will have received confirmation of their acceptance to speak.

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2) *Media mix* – the second phase of the roundtable will give the opportunity to those who are planning new media work in the context of development to ask specific questions that will be useful in the development of their activities. Facilitated by the roundtable organisers, this interactive discussion will also see participants engaging in conversation on both practical and conceptual aspects of media for development research and interventions. Everyone is encouraged to share perspectives and experiences that are helpful to develop new knowledge and build a useful exchange that benefits the group as a whole.

Another opportunity that this phase offers to participants is that of establishing connections for potential collaboration with other organisations or institutions for future projects. This can also be related to collaboration between a NGO and a research institution, where academic research and development practice work together towards a targeted research output that strengthens the field of C4D.

**Roundtable outputs**
Discussion and outcomes of this event will be compiled and published in the form of Roundtable Proceedings to be circulated widely in Australia, also through the RDI Network.

Participants will have to opportunity to be included in a mailing list created for the event, which will serve as an online channel for additional knowledge sharing and networking.

La Trobe University's Institute for Human Security and Social Change blog (http://practiceforchange.org) will offer a space for participants to write up aspects of their presentation or other comments and opinions related to the topics discussed during the event. Any participants interested in pursuing this opportunity are encouraged to contact the event organisers.

**Organisers**
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