

Upcoming ERRA workshop:

# MASTERING PUBLIC COMMUNICATION ON REGULATORY DECISIONS

April 19, 2024  
Baku Azerbaijan

**Krisztina Csombor**  
ERRA



# DATE AND OBJECTIVE

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## Please **save the date:**

- 📅 April 19, 2024
- 🌐 Baku, Azerbaijan 🇦🇿

## Objective:

The aim of ERRA's Communication Workshop will be to:

- **Discuss principles and methods** of effective communication as a public entity,
- Elaborate **best-practice** in communicating complex and sometimes unpopular decisions,
- Show **case study examples** of both good and bad communication on country examples from the region,
- Face a communications problem as a **group exercise**.



- The event will be hosted by:  
[Azerbaijan Energy Regulatory Agency](#)



# TOPICS

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## The draft topics are:

- Principles of good communication – pillars and objectives
- Communication media – platforms, formats, and their applicability per consumer groups
- Strategic communication, development of communication strategies and action plans to introduce energy tariff reforms
- Ad hoc communication as means of putting out fires – do's and don'ts
- Country case studies based on regulators' experiences with communication campaigns



# ANY OTHER TOPICS OF INTEREST?

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**As the agenda is still open, the ERRA Secretariat is seeking any other topics of interest that are relevant for members.**



# WE ARE LOOKING FOR WORKSHOP SPEAKERS!

If you are(/know a colleague who is) a communications expert – let us know about the interest in elaborating one of the workshop's topics:

- Theoretical/practical presentations
- Case studies on communication campaigns

Please inform ERRA Secretariat  
until **November 30!**





# THANK YOU FOR YOUR ATTENTION!

[krisztina.csombor@erranet.org](mailto:krisztina.csombor@erranet.org)  
[kacper.jarosz@erranet.org](mailto:kacper.jarosz@erranet.org)