

# Organise and communicate to improve Union membership of skilled white-collar workers

Firenze, 07-09 October 2015

Tuesday 06 October		
arrival of participants and dinner at the Training Centre		
Wednesday 07 October	Thursday 08 October	Friday 09 October
09:00 – <b>Welcome and ETUC/ETUI presentation</b>	09:00 – <b>Reflection on day 1</b>	09:00 – <b>ETUC 2015-2019: what about organising?</b> – <i>group work</i>
09:30 – <b>Presentations of participants</b>	09:20 – <b>Setting up an organising and communication strategy</b> - <i>group work</i>	
<b>10:30 – Coffee break</b>	<b>10:30 – Coffee break</b>	<b>10:30 – Coffee break</b>
11:00 – <b>Training introduction</b>	11:00 – <b>Setting up an organising and communication strategy</b> - <i>group work, report back and debate</i>	11:00 - <b>ETUC 2015-2019: what about organising?</b> – <i>report back and debate</i>
11:20 – <b>Workers and Union membership: trends in Europe</b> – <i>presentation and debate</i>		12:00 - <b>Course evaluation and conclusions</b>
<b>12:30 – Lunch</b>	<b>12:30 – Lunch</b>	<b>12:30 - Lunch</b>
14:00 – <b>Sharing national experiences</b> <i>group work</i>	14:00 – <b>SWOT analysis as a tool</b> – <i>presentation</i>	Departure of participants
	14:20 – <b>Analysis of groups' strategies</b> – <i>group work</i>	
<b>15:30 – Coffee break</b>	<b>15:30 – Coffee break</b>	
16:00 – <b>Sharing national experiences</b> <i>group work, report back and debate</i>	16:00 - <b>Analysis of groups' strategies</b> – <i>group work, report back and debate</i>	
<b>19:00 – Dinner at Training Centre</b>	<b>19:30 – Dinner at restaurant</b>	



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