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## Activity Overview

### "Strategic Communication Course" SSG-1-24

RACVIAC - Centre for Security Cooperation, Rakitje, Stari hrast 53, HR-10437 Bestovje, Republic of Croatia  
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**Dates** 2<sup>nd</sup> to 4<sup>th</sup> July 2024

**Venue** RACVIAC facilities at the "Vitez Damir Martić" Military Barracks  
Stari Hrast 53, Rakitje, 10437 Bestovje, Zagreb, Republic of Croatia

**Background** The subject Course is a direct result of cooperation between the Hellenic Multinational Peace Support Operations Training Center (MPSOTC) and RACVIAC - Centre for Security Cooperation. The Course will shed light on the role played by strategic communication in a rapidly changing landscape shaped by intensive digitalization, the emergence of innovative technologies, the proliferation of online disinformation, and the ever-eroding trust in public institutions.

**Purpose and Objectives** The overall purpose of the Course is to familiarize Officers, NCOs and civilians with the necessary knowledge and skills regarding Strategic Communications (StratCom), in accordance with the relevant NATO training material (unclassified), particularly to ensure consistency and credibility of communications through comprehensive coordination.

The Course is designed to prepare the participants to gain a better understanding of NATO policy and concepts in the area of STRATCOM and update them on the latest developments in the field of strategic communications. During the three-day Course the participants will master practical skills of importance of strategic communications in making a military-political decision, as well as necessary conditions for its perfect functioning.

Through general orientation, within the Course theory and practice, the students will receive inputs on:

- Introduction to StratCom Concept & Mindset
- Strategic security environment
- Public Affairs and Crisis Communications
- StratCom Narrative
- Information Environment Analysis
- Psychological Operations
- Target Audience Analysis

**Participation** The maximum number is limited to 28 participants – military, police officers and civilian equivalents from other levels of government, i.e. ministries of foreign affairs, defense, environment and internal affairs. This limitation has been determined in accordance with the applied Course organization and methodology. Individual participation quotas will be established via the Course Invitation Letter. Selection and nomination of participants should be based on the current or future duty-related criteria exclusively.

**Methodology** The Course is going to be executed in accordance with the MPSOTC certified Programme, consisting of lectures, discussions, syndicate work and individual case studies. The working language will be English with the minimum requirement of STANAG 6001 Level 2.

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