



## **Strategic communication as an effective tool for eliminating disinformation**

***We invite you to a series of 3 lectures about  
disinformation, its impact on society and tools  
for its elimination***

### **What can you expect?**

- **How disinformation can affect you and your organisation.**
- **A behavioural approach introduction within strategic or crisis communication.**
- **Ways to protect the reputation of the organisation or brand in an information society**
- **How to create a strategic communication concept**

***In the case of interest, please do not hesitate to contact us via  
our email [stratcom\\_training@cscconsulting.net](mailto:stratcom_training@cscconsulting.net)***

***If needed, more contacts can be found via our webpage  
[www.cscconsulting.net](http://www.cscconsulting.net)***

## ***General information about the training***

**The training aims at experts who deal with disinformation, communication, journalism, academia or policy-oriented research.**

The training draws on our long-term experience with disinformation, communication tools and mechanisms from governmental and private analytical and consultancy activities. Given our long-term experience and the experience of our experts from international companies, we are able to provide participants with unique lessons learned and best practices. Based on specific examples, we will show how to design a communication campaign.

**Each session will be 90 minutes long (60 minutes lecture, 30 minutes Q/A).** During the session, we introduce to what extent disinformation can affect you, your company, or your business, resp. how they can affect your brand reputation. In the second part, we will show you how to create a communication concept. Communication content, target group and communication channels.

**After completing the training, all the participants will be provided with a certificate and online recordings of all sessions.**

**Participants will also become members of the CSC community.** In the future, they will receive updates on news and the possibility of meeting with experts.

Moreover, the participants will also be provided with a **20 % discount** on our further training.

## ***The Training Content:***

### **1. How disinformation works; fact-checking vs. behavioural approach (12th April, 16:30-18:00 CET)**

- specific examples of the way how disinformation works
- comparison of traditional approaches and behavioural approach
- COVID case study

### **2. Disinformation as a risk for your organisation (17th May, 16:30-18:00 CET)**

- Brand safety
- Government and private sectors specifics
- The cost for eliminating disinformation

### **3. How to protect your organisation from disinformation (14th June, 16:30-18:00 CET)**

- STRACOM introduction
- PR vs. STRATCOM
- preparation of the communication concept

## **Information about the Course Trainers**

### **Tomas Kolomaznik**

*He completed his studies of sociology and ethnology at Charles University and received his doctorate in sociology. In the period 1994 – 2000 he worked in the Ministry of Defence, Foreign Liaison Office as the dean of the department, and he was responsible for bilateral cooperation. He participated in the International Training Course at the Geneva Center for Security Policy, 2000 – 2001. From 2001 – 2005 worked as deputy head of the bilateral department at the Security Policy Division. He was responsible for the Euroatlantic region. After leaving the Ministry of Defence works in the field of market research and security. It deals with issues of globalization, security policy, cyber defence and the defence industry. He is a member of the security community through the Geneva Centre for Security Policy Alumni Association. He participates in various projects in the field of security and international policy.*

### **Zdenek Rod**

*Zdeněk Rod is a research fellow and PhD candidate at the University of West Bohemia in Pilsen, Department of Politics and International Relations. He is also a deputy executive director at the Centre for Security Analysis and Prevention in Prague, a research fellow at US International Republican Institute and the German policy think-tank EuropaNova Germany and a research and teaching fellow at Ambis University. He focuses on security studies problematique. He has also studied at universities in Ljubljana, Budapest, and European Security and Defence Colleague in Brussels, and conducted several research visits, for instance, to the NATO CIMIC Centre of Excellence in the Hague. He worked at the Czech Ministry of Defence. He also published and co-authored several academics, such as Latin American Policy or the Czech Journal of International Relations, and non-academic articles in Visegrad Insight, Austria Institut Für Europa Und Sicherheitspolitik or Atlantic Forum.*

### **Stefan Sarvas**

*Stefan Sarvas is a fellow expert working with the Center for Security Analysis and Prevention. Devoting long-term effort to connecting behavioral science, artificial intelligence and marketing communication. A member of the Growth Legacy Strategic Program team, a join-venture incubator of Mars Inc and Ehrenberg Bass Institute for Marketing Science, the project focusing on driving strategic changes in markets with growth potential. Previously, the head of Mars Wrigley Market Intelligence team and Mars Europe Pet Care Market Research team. He has led numerous projects in the area of*

communication, neuroscience, decision making in over 50 countries, including European markets, USA, China, Australia, Mexico, Brazil and Japan.

### **Price For The Whole Course**

- **Price for 1 session 29 EUR / 31 USD / 699 CZK**
- **Price for 2 sessions 38 EUR / 41 USD / 899 CZK**
- **Price for 3 sessions 48 EUR / 52 USD / 1149 CZK**

### **Registration**

- Registration is possible via email - [stratcom\\_training@cscconsulting.net](mailto:stratcom_training@cscconsulting.net)
- To the subject, please, write 'CSC Online STRATCOM Training'
- In the email, please, write your **name/nickname**
- Upon your successful registration you will receive the payments instruction (IBAN, BIC/SWIFT)

***In the case of any questions, please do not hesitate to contact us via our email [stratcom\\_training@cscconsulting.net](mailto:stratcom_training@cscconsulting.net)***

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