



# 'Linking **2** Learn'

## Linking-to-Learn meeting Communications October 2013

The 11<sup>th</sup> Cluster meeting was held at HTB and we had teaching on communication skills. The meeting focused on how to get our message across to donors, partners, supporters and those we serve so that we can communicate our message and vision effectively to grow our work.

Sessions focused on communicating a consistent message throughout all of our communications and thinking about how we can utilise story to communicate our message. We also had specific sessions exploring how to get our message across using various means including traditional methods like brochures, handouts and videos through to using the more innovative such as websites, blogs, creative arts, photography, Facebook, Skype, Twitter and Powerpoint.



Members of the cluster including sister Madhu, Robert and Lawrence; as well as John Paulraj, a video expert from Delhi; a team of communicators from Australia; and other communications experts from within Uttarakhand ran our training.

We also had updates about important cluster programs including the Flood Response program (Mr JP Singh), the Disability program (Mr Robert Kumar), the CMC Vellore Distance Education Program (Sister Kalsung) and the new Mental Health Program (Dr Kaaren Matthias).

All had a good time and we went away considering how we could improve our organisation's communications methods.

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