





Background Information

Czech Supreme Audit Office organised an international seminar on SAI's Communication Challenges. The seminar was held in Prague, the Czech Republic, from 4 to 6 June 2014.

An internal analysis of seminar objectives and assessment of foreign SAI's development and experience in required fields was carried out. Invitations were consequently sent to selected members of the EUROSAI that have experience in the area of communication, setup and regularly update their website, and are ready to search new forms of presenting the results of their work. On this occasion, organisers asked SAIs to fill in a questionnaire aimed at professional issues related to communication, media and PR and at assessing SAIs' interest in seminar participation.

Objectives and Design of the Training Event

SAIs confirmed and agreed that the seminar should have following objectives:

-  Exchange Vision and Experience
-  Share Good Practices
-  Compare Communication Strategy
-  Solve Model Situation

Description of the Seminar

The event was intended for SAI's staff experienced in communication with external stakeholders, managing the production of communicated content and participating in the set-up of internal communication. The participants played an active role throughout the seminar, contributed with their experience, expertise and technical knowledge.

The seminar was designed to cover the topic areas concerning external communication, internal communication and public relations and public affairs. The length of the seminar was two and a half days. It had the form of plenary sessions with keynote speakers but the main part of the seminar was devoted to workshops and panel discussions. The debate league was also a part of the seminar.

28 participants from 9 EUROSAI member countries (the Czech Republic, Estonia, Finland, Greece, Latvia, Lithuania, Moldova, the Netherlands, Poland) and the European Court of Auditors (ECA) attended the seminar.

The seminar provided opportunities for exchanging experience and information related to recent developments in the area communication.

Evaluation of the Seminar and Follow-up

Participants were asked to answer questions related to their satisfaction with the seminar according to the following scale:

Complete	Very good	Average	Fair	Poor/not at all
5	4	3	2	1

93 % of participants stated that they were given a good understanding of the seminar objectives (47 % state complete understanding and 46 % very good) and 80 % agreed that the programme of the seminar was adequate to meet the objectives.

When asked whether the goals have been achieved, participants answered that:

- The objective “exchange vision and experience” was rated very well by 94 % of participants (81 % rate the achievement as complete and 13 % as very good).
- The objective “share good practice” was achieved according to 81 % of participants (56 % rated achievement as complete and 25 % as very good).
- The objective “compare communication strategy” rated 69 % of participants as complete or very good.
- The objective “solve model situation” was rated by 75 % of participants as complete or very well achieved.

The overall achievement of goals can therefore be considered as positive.

94 % of participants evaluated positively the support of organisers during the seminar and 100 % appreciated the premises and technical support. They also stated, they had sufficient opportunities to comment or ask questions.

Participants also listed new skills they learnt during the seminar like:

- trust positions as experts (experts are trusted more than government)
- marketing tools
- how to improve work with social media
- new marketing instruments
- how to create image about work
- use of social media
- new forms of interaction
- how information can contribute to trust
- SAI's trustworthiness
- useful means of internal communication ideas for SAI's presence in social media
- debate exercise
- social media tips
- administration of social work
- adjustment of social media message to target group
- audit report presentations
- organisation of seminars for employees

In conclusion, participants appreciated the organisation of the seminar (the event was evaluated as complete or very good by 100 % of participants), many participants asked for a subsequent seminar on communication (EUROSAI, INTOSAI) and suggested foundation of a working group on communication within EUROSAI. They would appreciate more opportunities for discussions and exchange of practical information among SAIs. The seminar was also positively evaluated by contributors who appreciated techniques for active participation from attendants (presentations, workshops, panel discussions, PowerPoint presentations, debate league) and organisation of the event.

