

## MIGRATION COMMUNICATION STRATEGIES: EFFECTIVE APPROACHES TO DEPOLARISE THE DEBATE

**MAY 2025**

POLARISED MIGRATION  
DEBATES: INTERESTS,  
STAKEHOLDERS, AND  
PUBLIC OPINION

ATTITUDES TOWARDS  
IMMIGRATION AND  
MIGRATION OPINION  
DATA

FOSTERING TRUST, CLARITY,  
AND UNDERSTANDING AMONG  
AUDIENCES

ENGAGING THE AUDIENCE IN  
MIGRATION COMMUNICATION  
CAMPAIGNS

APPLYING THE CONCEPTS TO  
YOUR COMMUNICATION  
INITIATIVES

MONDAY  
**12**

TUESDAY  
**13**

WEDNESDAY  
**14**

THURSDAY  
**15**

FRIDAY  
**16**

14.00 – 15.00

Welcome Session:  
Presentation of the Training  
Programme and Introduction of  
Participants

*Break*

15.30 – 16.30

Migration Communication  
Strategies from Evidence to  
Practice: Identifying the Needs  
and Interests of Key Actors in  
the Debate

*Break*

17.00 – 18.00

How Do Organisations  
Communicate on Migration?  
Messages, Target Groups, and  
Emotions

14.00 – 15.00

What are Attitudes Towards  
Immigration and What Factors  
Best Explain Them?

*Break*

15.30 – 16.30

How to Interpret and React to  
Migration Opinion Data

*Break*

17.00 – 18.00

Peer Mentoring: Feedback on  
Each Other's Projects

14.00 – 15.00

Migration Communication: What  
Works and What Doesn't?

*Break*

15.30 – 16.30

Practical Tools for Combating  
Mis- and Disinformation

*Break*

17.00 – 18.00

How to Connect Policymakers,  
Researchers, and Practitioners  
to ensure that Migration Evidence  
is Useful, Practical, and  
Applicable?

14.00 – 15.00

How to Respond: Communication  
Strategies

*Break*

15.30 – 16.30

How to Engage: A Case Study  
Campaign Targeting  
Depolarisation

*Break*

17.00 – 18.00

How to Engage: Shared  
Strategies Targeting  
Depolarisation

14.00 – 15.00

The Tightrope of Communications  
and Policy Reform: Integrating  
Public Opinion and Leveraging  
Stakeholder Engagement

*Break*

15.30 – 16.30

Peer Mentoring: Feedback on  
Each Other's Projects

*Break*

17.00 – 18.00

Wrap-Up Session: Concluding  
Remarks & Course Evaluation

*Please note course content and schedule are subject to change and may vary.*

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