

**Eastern Africa Regional Training on Severe Weather Forecasting and Warning Services:
Workshop on Public Weather Services
(Dar Es Salaam, Tanzania, 25-29 October 2010)**

	Monday, 25 October 2010 Setting the Scene	Tuesday, 26 October 2010 Disaster Mitigation/Agromet	Wednesday, 27 October 2010 Co-ordination; Media Skills	Thursday, 28 October 2010 Agromet/Forecast-related issues	Friday, 29 October 2010 Verification Presentation of Action Plans
A.M. 0900 – 1000	<p>Opening</p> <p>Workshop objectives and outline. (Hosts, (Facilitator: S.M. and R. S.) Overview of Cascading Process (A.S., S.M., R.S.)</p>	<p>Disaster Prevention and Mitigation (DPM)</p> <p>Views of Disaster Management Authorities (DMA) representatives on the NMHS products, services and information: the usefulness of such products and services. (Facilitator: L.S-W)</p>	<p>Communication Skills</p> <p>How to Improve Coordination and Relationship with the Media (Facilitator: S. M.)</p>	<p>Agrometeorology Weather Forecasts for Agricultural Applications (Facilitator: H.P.D.)</p>	<p>Service Evaluation Workshop</p> <p>Developing and applying questionnaires / surveys on public perception and use of services and products. (Facilitator: L. S-W)</p>
1015 – 1115	<p>Description of National Public Weather and Warning Services including arrangements and mechanism for exchange of warnings.</p> <p>NMHS representatives will present on the public weather and warning systems (production and dissemination). (Facilitator: S. M.)</p>	<p>Disaster Prevention and Mitigation (DPM) (continued)</p> <p>Views of DMA representatives on the NMHS products, services and information: the usefulness of such products and services. (Continued)</p>	<p>Media Skills Workshop</p> <p>Skills for radio and TV interviews. Making the most of TV and radio for delivering your service. (Facilitator: S. M.)</p>	<p>Public Education and Outreach</p> <p>Raising awareness and educating users about PWS. (Facilitator: L.S-W)</p>	<p>Finalizing Action Plans</p>

1130 – 1230	Description of National Public Weather and Warning Services (continued)	Developing Action Plans Participants discussion on developing action plans to improve national public weather and warning services. (Facilitator: A.G.)	Working with the Media How is the relationship between NMHSS and media viewed by Journalists? (Intended for local Press)	Agromet/Seasonal Forecast Outlooks Overview of applying Seasonal Climate Forecasts to Agriculture Review of Case Studies (Facilitator: R.S:)	Presentation of Action Plans Participants description of their action plans to improve national PWS. (Facilitated: (Facilitator: A. G.)
	Lunch	Lunch	Lunch	Lunch	Lunch
P.M. 1400 – 1530	User Focus <ul style="list-style-type: none">• Getting to know your users; and,• Response to user requirements. (Facilitator: A. G.)	Agrometeorology Introduction to Agricultural Meteorology (Facilitator: R.S)	Writing Workshop Practice sessions on writing news releases. Interview techniques. (Facilitator: L.S-W)	Communicating Uncertainty in Forecasts How to communicate probabilistic forecasts. (Facilitator: S.M)	Review of the Workshop
1400 – 1730	Disaster Prevention and Mitigation (DPM) PWS in support of disaster prevention and mitigation. How to improve communication and coordination. (Facilitator: L.S-W)	Agrometeorology Weather Forecasts for Agricultural Applications (Facilitator: H.P.D.)	Media Skills View the training DVD produced by WMO. (Facilitator: S.M.)	Service Evaluation User perspective and satisfaction with the public weather and warnings services. (Facilitator: L.S-W)	Closure of the Workshop