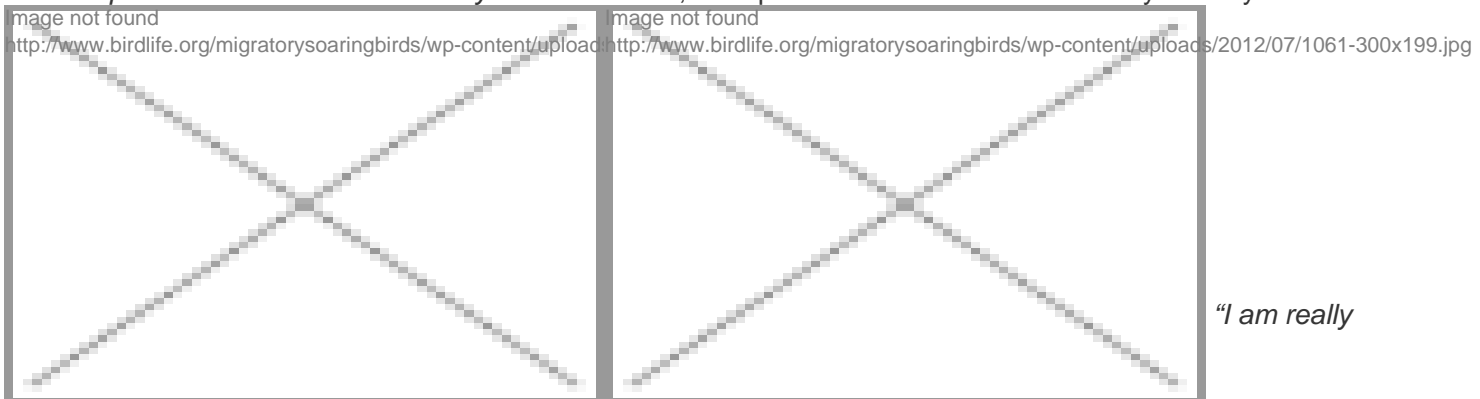


Title

From the 2nd to the 5th of July 2012, the Migratory Soaring Birds project held a regional communication workshop that gathered more than 30 people, project partners and observers, from more than 10 countries. The workshop tackled the fundamentals of strategic communication as a tool for conservation professionals.

*“Words are beyond my reach to express the invaluable experience that I have got from the consultants and the participants of the workshop as well. The accumulated knowledge and wealth of experience shared at the workshop was an added value to every one of us”* Z.T., Ethiopian Wildlife and Natural History Society.



*privileged to have participated in this workshop thanks to those who invited me. I have learned a lot on how to communicate in a professional way and how to mainstream the different sectors affecting the Regional Flyways”* Y. M., Foundation for the Endangered Wildlife (FEW) in Yemen. *“Thank you for the great workshop, it was very informative and I enjoyed it too.”* G.A, UNDP Jordan Participants were the key to the success of this dynamic workshop thanks to their devoted involvement, positive attitude, creativity and good humor! Special thanks to Mr. Frits Hesselink and Mr. Peter Paul van Kempen for their professionalism and for sharing their invaluable expertise and knowledge. **Keep the Dream Alive!:** this video has been developed during the MSB strategic communication workshop by 2 participants (Gabriel Mikhail and Walaa Awwad) in just a few hours... A real achievement! you can access further videos from Gabriel Mikhail on the following link:

<http://www.youtube.com/user/GabrielMikhail>