

WMO Workshop on Public Weather Services

(Hong Kong, China, 11-15 July 2011)

Provisional Programme

	Monday, 11 July Setting the Scene	Tuesday, 12 July Dissemination and Communication	Wednesday, 13 July Disaster Management	Thursday, 14 July PWS and Communities	Friday, 15 July Service Evaluation
A.M. 0900 – 1000	Opening Workshop objectives and outline. (Hosts, Secretariat)	Dissemination of warnings and Forecasts Dissemination through all channels New dissemination technologies and methods (HKO)	Disaster Prevention and Mitigation (DPM) The role of NMHSs and their PWS programmes in support of disaster prevention and mitigation. How to improve communication and coordination. (HKO)	Public Education and Outreach Raising awareness and educating users about PWS. (HKO)	Service Evaluation User perspective and satisfaction with the public weather and warnings services. (HKO, A. Awiti)
1015 – 1115	Description of National Public Weather and Warning Services including arrangements and mechanism for exchange of warnings. NMHS representatives will present on the public weather and warning systems (production and dissemination). (facilitated: Secretariat)	Communication Skills Coordinating communications, before, during and after high impact weather events. (HKO)	Disaster Prevention and Mitigation (DPM) (continued) Views of Disaster Management Authorities (DMA) representatives on the NMHS products, services and information: the usefulness of such products and services (Participating DMA representatives	Communicating Uncertainty in Forecasts How to communicate probabilistic forecasts, and uncertainty in forecasts to users including those at community level. (G. Ouma)	Service Evaluation Workshop Developing and applying questionnaires / surveys on public perception and use of services and products. Baseline information gathering Improvement measurement (how to set metrics) (Secretariat, HKO, A. Awiti, G. Ouma)
1130 – 1230	Description of National Public Weather and Warning Services (continued)	Working with the Media How is the relationship between NMHSs and media viewed by t NMHSs (press, TV, radio?) (t) HKO to lead , all participants	Ways to Improve Working Relationships between NMHSs and DMA (HKO lead with participation of NMHSs and DMA representatives	Working with Communities How to reach the communities and grass root users with new and improved forecasts and warnings? How to influence decision making at community level? (G. Ouma, A. Awiti)	Practical Session on Evaluation Applying survey techniques to gather feedback from the public and other user groups (HKO, A. Awiti G. Ouma)

	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>
P.M. 1400 – 1500	User Focus <ul style="list-style-type: none"> Getting to know your users; and, Response to user requirements. (HKO/Secretariat)	Practical Session on Media Skills for radio and TV interviews. Practice sessions on writing news releases Interview techniques (HKO)	SOPs for NMHSs and DMA Examples of SOPs developed by participating NMHSs and their DMA counterparts: How are they developed? (Secretariat introduction, HKO and participating NMHSs and DMA representatives)	Practical Session Working with communities (G.Ouma, A. Awiti)	Practical Session Evaluation (continued) (HKO, A.Awiti , G. Ouma)
1515 – 1615	PWS guidelines developed for the SWFDP project (Secretariat)	SOPs for NMHSs and Media SOPs developed for working with media: How are they developed (Secretariat introduction; HKO and participating NMHSs)	Practical Session for NMHSs and DMA representatives Practice in developing SOPs for your own country (if not already existing) (Participants)	Practical Session Working with communities (continued) (G. Ouma; A. Awiti)	Review of the Workshop Closure of the Workshop
