



PESO MODEL

General information

Objective: Participants understand the 4 components of the PESO model and know how to use the model for the development of a communication strategy.

Duration: 1h15

Type of Technique: Group work and facilitated plenary session

Difficulty level: Medium

Requirements: PESO card set if available
Flipchart paper, Markers, Pinboard or Magnetic Board, Post-Its or Metaplan Cards

Preparation of room: Chairs in U-shape, Tables for group work

Introduction

Communication plans tend to be lengthy documents, which are not always hands-on. In addition, it is hard to develop a text document through a consultative team process.

This exercise shows the participants how the PESO model works (PESO: paid, earned, shared and owned media) and how to develop concrete communication activities through a team process, which involves brainstorming, clustering, voting and allocating activities to team members.

Procedure

Step	Time	Most important content	Required material	Hints
Introduction	10'	The trainer asks the participants to explain the PESO model (some of them might remember from the e-learning module) He/She draws/shows the 4 circles on the board,	PESO card set if available, Magnetic or Pinboard, Post-Its or Metaplan Cards,	



		summarises again the meaning of the 4 sections and introduces the goal for the PESO model to be developed during this exercise (for example: “Develop a communication campaign for the Ministry of Health in your country on how to prepare for the next outbreak of Rift Valley Fever” – see case study)	Markers	
Action	30'	Form 3 or 4 sub-groups. Task for each group: <ol style="list-style-type: none"> 1) Brainstorming: collect ideas for activities in each of the 4 PESO areas 2) Selection: Select 2-3 activities per PESO area (related to the case study) that are complementary to each other. 3) Draw your PESO model on Flipchart paper 	Post-Its / Metaplan cards Flipchart paper	
Publication	10'	Each sub-group presents the results.		
Processing	10'	Ask the participants <ul style="list-style-type: none"> - How was the group process? What was challenging? - Where do you see similarities / differences of the group work results? - What do you think about the tool? 		
Generalisation	10'	Discuss the advantages and limitations of the tool. Mention examples, where the tool can be used at the work place. Emphasize that the PESO model is a tool, which leads to the planning of concrete actions.		Main advantages and limitations should be prepared on ppt or Flipchart beforehand.



		Explain the next steps, after the activities have been determined (action plan, allocation of activities in the team)		
Application	5'	Ask the participants whether they think they will use this tool in their institution and in which situations.		

Variations

When the exercise is done at the work place with a real example, it is good to plan for 2 to 3 hours (depending on the group size and the complexity of the topic). A longer timeframe allows for more creativity and leaves more room for discussion. One should always start with owned media (brainstorming, discussing, picking ideas) and then deal with the other areas one by one (earned, shared and paid media).