

English Section, Room 2250

Policy Advocacy and Social Work



Hosted by: PhDr. Martin Smutek, Ph.D.; Mgr. Leona Stašová, Ph.D.

17th September 2026, Thursday

Section starts at: 13:30 (CEST)

Please be aware that the programme can be changed due to various reasons.



Section Annotation

Can social work advocate its meaning and significance in the contemporary society? How is it doing in finding political support for its activities at the local, national or even international level? Does social work have a presence among social elites? Does social work have an adequate representation in the media (traditional mass media) given the social significance of its activities? And how is it doing in the young media of cyberspace? How has social work managed to assert itself as a professional discipline throughout history?

Programme:

13:30

Nvard Melkonyan, PhD., Yerevan State University

Beyond Visibility: From Strategic Communication to Public Trust in Armenian Social Work Organizations

Abstract:

The presentation examines how strategic communication contributes to building public trust in social work beyond organizational visibility. Based on qualitative interviews with communication professionals from Armenian social work organizations, it explores the transition from information sharing to trust-oriented communication. The findings demonstrate that strategic communication has become a key factor in strengthening organizational legitimacy, stakeholder engagement, and sustainable relationships with communities in the digital environment.

Discussion and Additional Expert Panel Discussion on „Policy Advocacy and Social Work“

with members of the conference scientific committee

via Zoom Meeting

<https://cesnet.zoom.us/j/91720742780>

Meeting chat link

<https://cesnet.zoom.us/jc/91720742780>

Meeting ID: 917 2074 2780