



## **Planning for Effective Public Participation (2 days)**

*Please note that this is a prerequisite for the IAP2 Certificate and all other courses.*

This is the best place to start formal training in public participation, whether you are an experienced or novice practitioner. And we're not just saying that, the hundreds of international experts who have helped to form the thinking behind the Certificate and each course within it are in agreement.

Each participant joining us on this course will receive a detailed workbook covering the most important literature in the field. With a focus on the significance of the promise that is made to the public and the value of setting clear objectives - this is practical and useful stuff.

We'll look at the basics of understanding and using the IAP2 internationally recognised core values and the code of ethics. We'll also define the issues for which public participation is required, and talk you through the process of not only identifying all the stakeholders; but understanding the impact of decisions and ensuring they remain involved.

Expect to take away:

- The full scope of planning needed for effective public participation, including preparing an organisation, information, timing, resources, techniques, roles and responsibilities
- The methods of identifying publics and understanding the potential impact of decisions
- The ability to select an appropriate level of public participation
- Competency in establishing clear, shared objectives for effective participation
- The skills to develop a public participation plan
- Appropriate evaluation tools to measure the effectiveness of public participation programs.



## **Techniques for Effective Public Participation (2 days)**

*Please note that Planning for Effective Public Participation is a pre-requisite for this course.*

In this course we practice some specific techniques, in fact we overview more than twenty tools and techniques used by public participation practitioners around the world. These include all the ones with the interesting names like 'World Café', 'Open Space Technology', 'Samoan Circle' and 'Citizens Jury'. Never heard of them? Not to worry, by the end of these two days, you'll know them fairly intimately.

Participants will receive a detailed workbook including a pack of tip sheets that offer practical advice for selecting, using and evaluating these and other approaches. You'll discover the key to creating truly effective forums, and how to avoid the problems that accompany traditional public meetings.

Expect to take away:

- A framework of tools and techniques and the skills to pick among them
- The ability to promote awareness by sharing information and how to gather broad based feedback
- Insight into hosting meaningful discussion
- The skills to facilitate agreement
- The capability to run effective forums for public participation.



## **Effective Communication for Public Participation (1 day)**

*Please note that Planning for Effective Public Participation is a pre-requisite for this course.*

Integral to public participation is effective and clear communication. For all stakeholders it is wise to consider the message and impact of the issue at hand and how it might appear on the six o'clock news.

In this course we cover the essentials of risk communication, the elements of a good communication plan, how to deliver effective presentations and tips for working with the media. We also look at active listening, communicating technical information, managing hostile audiences and inter-cultural communication.

A comprehensive manual will be provided for participants to take home, it includes the final capstone in the certificate program; a practical tool to guide you through the planning, implementation and evaluation stages in one easy reference document.

Expect to take away:

- An understanding of core communication skills and techniques and when to employ them
- The ability to share information and elicit feedback using two-way communication models
- The necessary know-how for effective communication planning, including risk management and media relations.