



Bridge the Gap

Invest in training for COMMUNITY ENGAGEMENT

With community groups and associations becoming more sophisticated and media savvy, genuine consultation is not only appreciated – it is expected.

And the community knows what they want.

They are increasingly demanding a greater say in infrastructure, policy development and planning issues.

Today, community engagement has evolved from “holding one public meeting”, to a strategic process designed to actively seek participation, provide and collect relevant information.

When done well, the results from community engagement empower organisations with vital information to make lasting decisions. **Better decisions.**

International Association for Public Participation

The International Association for Public Participation (IAP2) is responsible for advancing the practice of public participation world-wide.

BBS Directors Amanda Newbery and Gerard Reilly are accredited by IAP2 to deliver the International Certificate in Public Participation.

This certificate program will equip participants with a strong understanding of the context surrounding community engagement in today’s world and how to develop and facilitate an effective community engagement program.



communications ■ public relations ■ business advisors

The Certificate in Public Participation from the International Association for Public Participation (IAP2) is comprised of three modules:

- i) Planning for Effective Public Participation
- ii) Effective Communication for Public Participation
- iii) Techniques for Effective Public Participation.

BBS is accredited to provide the comprehensive five-day course (with the option to undertake each module separately over a longer period).

Courses can be delivered “in-house” with your own team, or as part of a mixed group.

*Courses can be attended independently, however Planning for Effective Public Participation is a prerequisite for the other two modules.

All courses include full workshop materials, lunch and morning and afternoon tea.

Planning for Effective Public Participation (2 days)

You will learn:

- The key foundations, values and ethics that should underpin any community engagement process
- Public participation benefits and misconceptions
- How to gain internal commitment for a public participation process
- How to select the appropriate level of public participation
- How to set clear, shared objectives for effective participation
- How to develop a public participation plan
- How to identify appropriate evaluation tools to measure the effectiveness of community engagement programs.

Effective Communication for Public Participation* (1 day)

You will gain an understanding of:

- The communication skills needed to support effective community engagement
- Two-way communication models and how to share information and to elicit feedback
- Different learning styles and how to incorporate these into community engagement
- A variety of communication techniques including active listening, communicating technical information, risk communication, cross-cultural communication and media relations
- How to manage hostile audiences.

Techniques for Effective Public Participation* (2 days)

You will learn:

- Tools and techniques that can be used at all levels of the community engagement spectrum
- How to select the most appropriate tools for particular situations
- How to promote awareness by sharing information
- How to gather broad-based feedback and foster meaningful discussion
- How to facilitate agreement
- How to provide effective forums for public discussion.

The International Association for Public Participation (IAP2) seeks to promote the values and best practices of public participation in relation to individuals, governments, institutions and other entities that affect the public interest in nations throughout the world.

IAP2 is a global association of more than 1,000 members from 26 countries.

www.iap2.org