

21 and 22 July 2008

IAP2 Module 1

Planning for Effective Public Participation (Two-day course)

Module 1 is a pre-requisite for Modules 2 & 3

This course introduces the foundations of effective public participation, useful to advanced practitioners. It is presented in an interactive and experiential learning environment that provides students with the opportunity to explore their own public participation challenges with their instructors and peers.

The planning component of the course focuses on the foundations and principles of public participation, defining the issues for which public participation is required, identifying stakeholders and ensuring their involvement throughout the process. Using IAP2's *Spectrum of Public Participation*, course participants establish clear and achievable objectives for public participation. Participants learn how to prepare an organization for conducting public participation and to plan for the timing, techniques, and resources needed to make public participation a success.

At the conclusion of this course, students will have learned

- ü The full scope of planning needed for effective participation, including information, timing, resources, techniques, and roles and responsibilities
- ü A variety of ways to identify publics and understand potential impacts of actions
- ü How to select the appropriate level of public participation
- ü How to set clear, shared objectives for effective participation
- ü How to develop a public participation plan
- ü How to identify appropriate evaluation tools to measure the effectiveness of public participation.

23 July 2008

IAP2 Module 2

Effective Communication for Public Participation (One-day course)

This course offers an overview of the communication skills used by public participation practitioners and introduces communication skills and models. It introduces the Principles of Authentic Communications and focuses on tools used to prepare and present information materials in a variety of forms, small and large group interaction models and facilitation essentials. It also contains a substantial component on risk communication.

At the conclusion of this course, students will have learned

- ü An understanding of the communication skills needed to support effective public participation
- ü An understanding of two-way communication models
- ü An understanding of learning styles and how to incorporate into public participation processes
- ü A variety of public participation communication skills including active listening and empathy, communicating technical information to non-technical people, managing hostile audiences, risk communication, cross-cultural communications and media relations
- ü How to use appropriate communication skills, behaviours and tools to support effective public participation.

24 and 25 July 2008

IAP2 Module 3

Techniques for Effective Public Participation (Two-day course)

This module in IAP2's Certificate Program in Public Participation introduces a range of practical tools and techniques used at all five levels of IAP2's Public Participation Spectrum. It gives course participants an opportunity to try out or observe a number of specific techniques including World Café, Interviews, Samoan Circle, Citizens Jury and Advisory Group.

It includes overviews of more than 20 tools and techniques tested and used by public participation practitioners around the globe. The course is designed as a primer and is suitable for beginning to intermediate level practitioners and those who want a review of basic group process techniques. Interactive exercises and practical tips are used to enliven the basic theory and reference materials presented throughout the two-day session and reinforce skills that participants can put to immediate use.

Students learn how to create effective forums for dialogue and how to avoid the many problems encountered in traditional public meetings. Students leave this module armed with a detailed student manual covering the course materials and a packet of IAP2 Tip sheets offering practical advice for selecting, using and evaluating a broad range of public participation activities.

At the conclusion of this course, students will have learned

- ü Tools and techniques that can be used at all levels of IAP2's Public Participation Spectrum
- ü How to use IAP2's Tools and Techniques Framework to assist in selecting tools appropriate for particular situations
- ü How to use various techniques to:
 - w Promote awareness by sharing information
 - w Gather broad-based feedback
 - w Foster meaningful discussion
 - w Facilitate agreement
 - w Provide effective forums for public discussion.

COST OF COURSES (incl VAT, catering, course manual):

Planning for Effective Public Participation (2 days)	R 4 580-00 vat inclusive
Effective Communication for Public Participation (1 day)	R 2 350-00 vat inclusive
Techniques for Effective Public Participation (2 days)	R 4 580-00 vat inclusive
More than two delegates from an organization	5% discount
If all three courses are attended by one individual	10% discount