

Communications & Engagement Strategy Masterclass

Delivered by local government communications specialist, Ros Weadman, this masterclass is designed specifically for council communications and engagement staff, team leaders and others responsible for delivering a service, program, event or project.

In this two-day intensive workshop, participants will learn how to develop a communications and engagement strategy that will assist them to raise awareness and understanding of their service, program or project, and engage stakeholders for better community outcomes.

Bring along your laptop or use the comprehensive workbook to develop your strategy in real time.

Program Outline

Set the Scene

- Articulate the purpose and define the communication challenge
- Gather information and evidence
- Detail the methodology and timeframes
- Detail project non-negotiables and negotiables

Understand the Context

- Identify relevant Council plans and strategies, legislative requirements and engagement and communication frameworks
- Analyse the environmental context and prepare a risk profile with mitigating actions

Know the Audience

- Identify the demographic, psychographic and behaviour characteristics of target audiences
- Identify relevant internal and external stakeholders and their required level of engagement

Set the Goals and Objectives

- Set communication and engagement goals and objectives

Develop the Communications Program

- Develop a project vision, mission, narrative and key messages
- Select the right mediums to deliver your message to the target audiences
- Prepare an integrated communications, PR and media program

Develop the Engagement Program

- Identify engagement tools and techniques to use for each stakeholder group

Plan for Action

- Prepare a communications calendar
- Populate an action plan template

Measure Success

- Set key performance indicators to measure the success of your goals and objectives.

Masterclass Duration

Two-day masterclass from 9.30am – 5.00pm on both days

choice of dates:

- Tuesday 19 March & Tuesday 26 March 2019; OR
- Tuesday 23 July & Tuesday 30 July 2019; OR
- Tuesday 22 October & 29 October 2019

Cost

\$900 (plus GST) for two-day masterclass, includes lunch on both days

About the Trainer

Ros Weadman is a multi-award-winning communications professional with 16 years' local government communications management experience and eight years working as a consultant and trainer to the industry.

Ros has designed this masterclass to help councils strengthen their community partnerships, improve project delivery outcomes and build a positive reputation by developing the communication and engagement skills of their employees.

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is a Fellow of the Public Relations Institute of Australia.

