



# IAP2 Certificate Training

## Effective Communication for Public Participation

### (Module 2 of the IAP2 Certificate in Public Participation Program)

#### Course Description

This module offers an overview of the communication skills used by public participation practitioners. The course provides an introduction to communication skills and models. It focuses on tools used to prepare and present information. Interactive exercises and practical tips are used to enliven the theory and reference materials presented throughout the day to reinforce skills participants can put to immediate use. Participants gain an understanding of the essentials of risk communication, making effective written and verbal presentations and working with the media.

Students get practical experience in applying the skills they've learned in Planning for Effective Public Participation and take home a comprehensive student manual and IAP2's Program Planning Tool.

#### Why Take This Course?

At the conclusion of Effective Communication for Public Participation, students will have:

- An understanding of the communication skills needed to support effective public participation
- An understanding of two-way communication models and how to share information and to elicit feedback
- An understanding of learning styles and how to incorporate them into public participation
- A variety of public participation communication skills and techniques
- The ability to use appropriate communication skills, behaviours and tools to support effective public.

#### Who Should Take This Course?

- Relative beginners currently working in the field of public involvement or stakeholder relations
- Seasoned professionals wanting to refresh or enhance their understanding of public participation.
- Individuals in any level of government, the private sector or a not-for-profit organisation where public participation plays a role.

#### About the IAP2 Certificate Program

The International Association of Public Participation (IAP2) Certificate Program in Public Participation covers the foundations of public participation. Developed in consultation with practitioners from around the world, the training provides useful tools for designing and implementing effective public participation programs. These tools are presented in an interactive and experiential learning environment, providing students with the opportunity to explore their own public participation challenges with the trainer and peers. Upon completion of each module, students receive credit from IAP2 to recognise their completion of that module and on completion of all three modules, students will be awarded a Certificate in Public Participation from IAP2.

**Facilitator:** Margaret Harvie, Plan Com Consulting P/L

Margaret became a consultant to the Local Government Learning Solutions Team in February 2009. She comes to us at a time when there is a growing importance in community input to local government strategic planning processes. Margaret has a wealth of experience assisting Local, State and Federal Government and the private sector to plan and implement engagement with their communities.

Margaret is an accredited International Association for Public Participation (IAP2) trainer. This course is well recognised amongst the community of public participation professionals in Australia and New Zealand and many other countries including USA, Canada and the UK.

Margaret has extensive local, national and overseas experience including experience in community development with Indigenous communities in Queensland.

---

**2010 Date and Location**

5 May      Sydney (1 Day)

Cost: \$550.00 Inclusive of GST

**Links:**

Facilitation Skills

Dynamic Presentation Skills

---

**To register:** Online registration is now available at [www.lgsa.org.au/Learning](http://www.lgsa.org.au/Learning). Alternatively email [learning@lgsa.org.au](mailto:learning@lgsa.org.au) or complete a registration form and fax to 02 9242 4188. For further help, call Learning Solutions on 02 9242 4181.