

REGISTRATION FORM

Online registration and payment is encouraged, or simply print, scan and email this form to Essential Planning Ltd (contact details below) and we'll complete the process for you

Name:	Title:
Department:	
Organisation:	
Mailing address:	
	Post Code:
Email:	
Telephone:	
Any special assistance needs or dietary requirements?	

Please tick which option(s) you wish to sign up for:

Option 1 <input type="checkbox"/>	Option 2 <input type="checkbox"/>	Option 3 <input type="checkbox"/>	Option 4 <input type="checkbox"/>
Module 1 - Planning for Effective Public Participation*	Module 2 - Effective Communication for Public Participation	Module 3 - Techniques for Effective Public Participation	Full Certificate in Public Participation, including Modules 1-3**
£500 for corporate and statutory sectors £450 for voluntary and community sectors	£250 for corporate and statutory sectors £225 for voluntary and community sectors	£500 for corporate and statutory sectors £450 for voluntary and community sectors	£1,250 for corporate and statutory sectors £1,125 for voluntary and community sectors
Insert as relevant:	Insert as relevant:	Insert as relevant:	Insert as relevant:
Location -	Location -	Location -	Location -
Date -	Date -	Date -	Date -
Amount payable	Amount payable	Amount payable	Amount payable
Total Amount Payable			£.....

* Module 1 Planning is a pre-requisite for Modules 2 and 3

** A 10% discount applies to Option 4 if booked and paid for at least 4 weeks prior to commencement of Module 1. Modules 1-3 can be taken separately but must be booked and paid for on registration for the Full Certificate

Payment Method:

Please see the University of Westminster website for payment details, at: <http://www.westminster.ac.uk/schools/architecture/short-courses/iap2-certificate-programme-in-public-participation>

Terms and Conditions

Full payment is required with the booking to reserve a place in the course. A maximum of 24 participants will be accepted into any Module.

Full refunds will be given for any cancellations made three weeks prior to the training. Cancellations made 8-20 days before the scheduled start date will attract a 50% penalty. Cancellations made less than 7 days before the scheduled start date will attract the full 100% attendance fee. No refunds will be given to registered participants who fail to attend the course. In special circumstances, a deferral of participation is allowed, e.g. illness. Participants unable to attend are welcome to send a replacement.

We reserve the right to cancel the programme if insufficient registrations are received within four weeks of the advertised start, and in this case a full refund will be made of any advance payment made.

For enquiries on payment and registration, please contact:

University of Westminster Short Course / Event Administrator, Scott McCririe-Hallman

Email: mccrirs@westminster.ac.uk or call +44(0)207 911 5000 ext 3220

For enquiries on the course content or other IAP2 training needs, please contact:

Essential Planning Ltd - see www.essentialplanning.eu for company information, or get in touch by emailing Tanya at tanyaburdett@essentialplanning.eu or calling +44(0)785 9010218

ESessential Planning Limited

Environmental and Social Planning services

is pleased to present the IAP2 CERTIFICATE PROGRAMME in Public Participation



International Association
for Public Participation



THE IAP2 CERTIFICATE PROGRAMME IN PUBLIC PARTICIPATION

2011	Planning	Communications	Techniques
London	June 13-14	June 15	June 16-17

Note: Planning is a prerequisite for all other modules.

The IAP2 Certificate Programme can also be provided in-house and on dates that suit your organisation. Please contact us to find out more - see details over the page.

A PUBLIC PARTICIPATION TRAINING PROGRAMME WITH A DIFFERENCE

What is it?

The International Association for Public Participation (IAP2) Certificate is an internationally recognised 5-day professional development programme, devised by and in consultation with practitioners from around the world, and offered by IAP2 for over 10 years. Taught in 3 modules and over 5 days, participants will learn a clear and logical process for thinking about, planning and conducting community engagement programmes and activities, making engagement easier. High quality workbooks are provided and are an invaluable future reference to the important principles and key techniques provided in the course.

At the conclusion of each module, students will receive credit from IAP2 recognising the successful completion of that course. Upon completion of all three modules, students will be awarded a Certificate in Public Participation from IAP2. Completion of 'Planning' is a pre-requisite for undertaking Modules 2 and 3. The IAP2 Certificate in Public Participation consists of three modules:

1. Planning for Effective Public Participation (2 days)
2. Effective Communications for Public Participation (1 day)
3. Techniques for Effective Public Participation (2 days)

All three courses are presented in an interactive and experiential learning environment that provides students with the opportunity to explore their own public participation challenges with their instructor and peers. Exercises and practical tips are used to enliven the theory and reference materials presented throughout each module, and reinforce skills that participants can put into immediate use.

Why take the training?

- provides a recognised and proven methodology
- participants learn both principles and application for effective public participation
- gain skills, techniques and confidence in designing and managing highly effective public involvement programmes
- meet and share experiences with other practitioners
- understand how effective public participation is needed to deliver new government programmes on Big Society, the Localism Bill and sectoral initiatives
- contribute to improvements in sustainability of your local environment and community

Who should take the training?

- Community representatives and non-government organisations
- Practitioners and consultants working in the fields of public involvement, community engagement or stakeholder relations
- Decision-makers in government and private organisations
- Project managers
- Elected representatives in local, regional and national levels of government

In the UK, over 40 organisations have benefited from staff undertaking the IAP2 training, including various local authorities, the Department for Communities and

Local Government, Department for Transport, Department of Energy and Climate Change, Natural England, the Environment Agency, Metropolitan Police Authority, the Scottish Government, Communities Scotland, Department of Education and Social Services, East Ayrshire Council, INVOLVE, NHS Foundation Trust, NHS Ayrshire & Arran, North Ayrshire Council, various primary care trusts and other health and education providers, Glasgow Community Planning Ltd, and private industry including ArcelorMittal, Skanska, Jacobs and Arup.

Who is IAP2?

IAP2 was founded in 1990 as the International Association of Public Participation Practitioners to respond to rising global interest in public participation. IAP2 is an association of members which seeks to promote and improve the practice of public participation for individuals, governments, companies and other entities whose activities affect the public interest. IAP2 carries out its mission by organising and conducting activities to:

- Service the learning needs of members through events, publications, and communication technology;
- Advocate for public participation throughout the world;
- Promote a results-oriented research agenda and use research to support educational and advocacy goals; &
- Provide technical assistance to improve public participation.

The term Public Participation is used to describe any process that involves the public in problem solving or decision making and uses public input to make decisions. You may refer to this as public involvement, stakeholder relations, consultation or community engagement. IAP2 believes strongly that, when public participation is done well, it works on a powerful level to deliver better decisions for organisations, their stakeholders and those affected by their decisions.

About the Trainer

Tanya Burdett is Director of Essential Planning Ltd. She has been advising clients on community engagement strategies for over 16 years, and is passionate about ensuring the principles of good practice engagement underpin any activity or decision by an organisation which may affect others. She has worked on over 70 projects in the private and public sector, and has managed several large multi-disciplinary projects in the UK, Australasia and the Pacific on urban development, water supply and sanitation, transport, mining and other industry-focussed plans and projects.

Tanya is also familiar with regulatory requirements for engagement, having advised central UK government departments on various EU Directives including implementation of the Aarhus Convention and Public Participation Directive in the spatial planning sector. In addition to being a Licensed IAP2 Trainer, Tanya's qualifications include:

- Masters in Environmental Studies,
- Bachelor of Applied Science in Planning,
- Certified Practising Planner (Planning Institute of Australia),
- PRINCE2 Registered Practitioner in Project Management,
- Senior Lecturer at the University of Westminster, UK.



Testimonials from past participants

"The IAP2 training has been invaluable in my work to engage Londoners in actively shaping the policing service they receive. Techniques for public participation which I first encountered in those IAP2 training sessions have proven particularly useful in the community engagement we have done here in London to counter terrorism, but the principles underpinning them could be applied in any field of public policy work"

Andy Hull, Metropolitan Police Authority, London

"The IAP2 training helped us focus on what we wanted to achieve in the field of Public Involvement and energised us into using different methods and techniques that might stimulate our local communities to participate more fully"

Diane Graham, Patient Focus and Public Involvement Manager. NHS Ayrshire & Arran

"The IAP2 training I did with Tanya Burdett is one of the most useful trainings I have undertaken during my career. The content of the training is well developed including the introduction of practical techniques in planning for effective public participation and interesting case studies. Classroom discussions provide a golden chance to share experiences and lessons from other projects in the world. The training strengthened my understanding of Public Participation theoretically and practically and I now use what I learnt from the training in my daily work including Resettlement Action Plan development, ethnical minority Development Plan preparation and feasibility study of development projects."

Jun Zeng, Social Development Specialist, The World Bank, Beijing Office

The IAP2 Certificate Programme

Module 1: Planning for Effective Public Participation (2 days)

An interactive and experience-based module which encourages students to explore their own challenges in community engagement with their facilitator and peers, participants learn how to plan and build realistic engagement plans. At the conclusion of the course, students will have learned:

- The full scope of planning needed for effective public participation
- The foundations of public participation on which to build effective processes
- A 5-step planning process including advice on gaining internal commitment and identifying the strategic focus
- Ways to identify communities and their issues
- How to select the appropriate level of public participation
- How to set clear, shared objectives for effective public participation
- How to develop a public participation plan

Module 2: Effective Communication for Public Participation (1 day)

Providing an overview of the communication skills used by public participation practitioners, this module focuses on how to prepare and present information as a key part of engaging communities. At the conclusion of the course, students will have learned:

- The information needed to support effective public participation and how to communicate it
- Skills to listen in a way that demonstrates understanding and respect
- Attitudes and behaviours that give stakeholders confidence in the engagement process
- How to identify and write key messages and apply them in a range of communication tools
- How to gather, summarise and analyse feedback
- The principles of risk communication to avoid community outrage

Module 3: Techniques for Effective Public Participation (2 days)

This two-day course provides an introduction to a range of practical tools and techniques for community engagement, and provides participants with an opportunity to try out and observe a number of specific techniques including World Cafe, Revolving Conversations, Citizens Jury and Advisory Groups. At the conclusion of the course students will have learned:

- Tools and techniques that can be used at all levels of IAP2s Public Participation Spectrum
- How to prepare for, implement and document techniques to:
 - share information
 - gather broad-based feedback
 - foster group discussion to develop new ideas and directions
 - facilitate agreement within groups
 - provide opportunities for public dialogue and decision-making

The Venues

- **London** - University of Westminster. 309 Regent Street, London, UK, W1B 2UW. In addition to offering undergraduate and post-graduate University courses, the School of Architecture and the Built Environment hosts a range of short courses and Continuing Professional Development opportunities, and from mid 2011 will host the IAP2 course as delivered by Essential Planning Ltd.
- Alternate locations in London - National Council for Voluntary Organisations, Regents Canal, London. The NCVO was founded in 1919 as is the largest umbrella organisation for the voluntary and community sector in England. The training centre is centrally located in London, on the Regents Canal, and in close walking distance to Kings Cross and St Pancras stations.

More details on course locations, timing and catering will be provided upon registration.