

IAP2 Certificate Program in Public Participation



skills, knowledge and
effective tools for designing
and implementing public
participation programs



International Association
for Public Participation

IAP2 Certificate Program in Public Participation



IAP2 Training – Coming to your region

By popular demand, the IAP2 Certificate Program in Public Participation will be offered in several regions of Canada throughout 2006.

If you are currently working in the field of citizen engagement, public involvement or stakeholder relations as a relative beginner or a seasoned professional, or if you work for any level of government, the private sector or a not-for-profit organization, this Certificate Program will help to build your skills and knowledge, and it will also deliver useful and effective tools for communicating public participation concepts.

Meet and work with other professionals who are facing similar challenges, and take away valuable tools and techniques to help you in designing and implementing your public participation programs.

IAP2 Certificate Program in Public Participation

The International Association of Public Participation (IAP2) Certificate Program in Public Participation is intended to provide a broad-based learning experience covering all of 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 that provides students with the opportunity to explore their own public participation challenges with their instructor and peers.

Upon completion of each module, students will receive credit from IAP2 recognizing their successful completion of that module. Upon completion of all three modules, students will be awarded a Certificate in Public Participation from IAP2.

Planning for Effective Public Participation MODULE 1 (2 DAYS)

This introductory module of the IAP2 Certificate Program provides the fundamentals for effective public participation.

Using IAP2's Spectrum for Public Participation, participants will learn how to establish clear and achievable objectives for public participation and how to define a promise to the public. Participants will learn how to prepare their organization for conducting public participation and how to plan for the timing, techniques, and resources needed to make public participation a success.

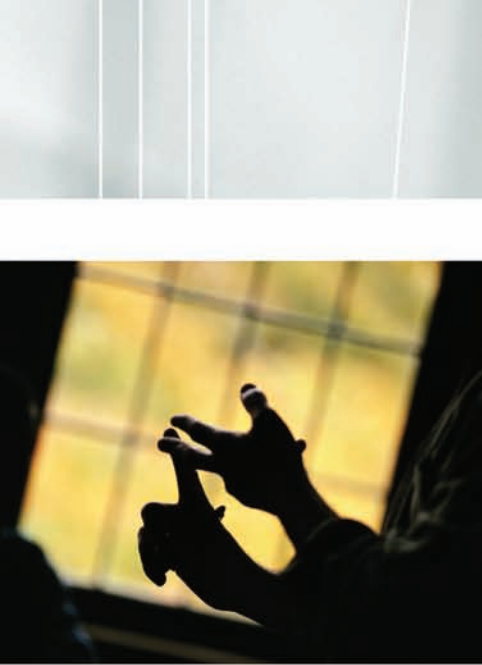
Students will also learn about the practical application of IAP2 Core Values of Public Participation, how the IAP2 Code of Ethics applies to both practitioners and clients, and how to employ the IAP2 Foundations of Public Participation in a step-wise approach to plan and design public participation programs.

Course content includes detailed examples and practical hands-on exercises so participants leave with the tools needed to build realistic public participation programs. Course materials include exercises using IAP2's five steps for planning effective public participation.

At the conclusion of **Planning for Effective Public Participation**, students will have learned:

- **the full scope of planning needed for effective participation, including information, timing, resources, techniques, and roles and responsibilities;**
- **a variety of ways to identify publics and how to understand potential impacts of actions;**
- **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; and**
- **how to identify appropriate evaluation tools to measure the effectiveness of public participation programs.**

Note: Planning for Effective Public Participation is a prerequisite for all other IAP2 Public Participation Certificate training.



IAP2 Certificate Program in Public Participation

Effective Communication for Public Participation MODULE 2 (1 day)

This module provides an introduction to communication skills and models, and offers an overview of the communication techniques used by public participation practitioners. It introduces the Principles of Authentic Communication and focuses on tools used to prepare and present information in a variety of forms, small and large group interaction models, and facilitation essentials.

This course is designed as a primer and is suitable for those who want a review of basic communication techniques. Interactive exercises and practical tips are used to enliven the basic theory. Reference materials reinforce skills that participants can put to immediate use. Participants learn the elements needed to prepare communication plans and to practice active listening. They gain an understanding of the essentials of risk communication, making effective written and verbal presentations and working with mass media.

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

- **how to use the appropriate communication skills, behaviours and tools to support effective public participation;**
- **two way communication models and how to share information and elicit feedback;**
- **learning styles and how to incorporate them into public participation; and**
- **a variety of public participation communication skills and techniques.**

Techniques for Effective Public Participation MODULE 3 (2 Days)

This module provides an introduction to a range of practical tools and techniques that can be 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. Interactive exercises and practical tips are used to enliven the basic theory. Reference materials presented throughout the two-day session 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 with 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 **Techniques for Effective Public Participation**, students will have learned:

- **about a variety of tools and techniques that can be used at all levels of IAP2 Public Participation Spectrum;**
- **how to use IAP2's Tools and Techniques Framework to assist in selecting tools appropriate for particular situations; and**
- **how to use various techniques to:**
 - **promote awareness by sharing information**
 - **gather broad based feedback**
 - **foster meaningful discussion**
 - **facilitate agreement**
 - **provide effective forums for public discussion.**

TRAINERS



JAN BLOOMFIELD has extensive experience in public administration, with expertise in program/process design and evaluation, public consultation, policy analysis, and strategic/business planning. Since starting her own company in Edmonton, Alberta in 1997, she has worked with public and private sector clients in designing and coordinating stakeholder consultation and facilitating strategic and business planning. She has experience in the areas of tourism, parks, community planning, economic development, human resources, libraries, and working with Aboriginal communities. Jan joined IAP2 in 1999, has served on the Wild Rose Chapter Board since 2002 and was licensed as a trainer for the IAP2 Certificate Program in 2005. She holds both a BA and MA in Geography. Jan enjoys traveling and also operates a home-based travel agency. Hobbies include gardening, photography, golfing, walking, gourmet cooking and reading.



GAY ROBINSON, APR, an independent consultant with over 20 years experience in public consultation and communications, has been involved in facilitation and public involvement programs as a consultant, and as a Public Affairs Advisor for Amoco Canada Petroleum Company Ltd. Gay currently facilitates a number of multi-stakeholder groups, teaches Community Relations through Continuing Education at the University of Calgary and facilitates a course on effective public consultation for the petroleum industry. Gay holds a BComm, a Diploma in Public Relations from Mount Royal College and is an accredited member of the Canadian Public Relations Society. Her consulting practice is based in Calgary, where she resides with her husband and two daughters. In her spare time she likes to read, camp, travel, quilt and spend time at the family lake-side cottage in B.C



STEPHANI ROY MCCALLUM is a member of IAP2's Board of Directors and serves as the Conference Coordinator for the 2006 conference in Montreal, Quebec. Before starting her own consulting practice in Ottawa in 2004, Stephani spent 12 years with different levels of government, related to aspects of public participation, governance and policy analysis. Stephani has extensive experience designing, delivering and evaluating public participation programs within the public, private and non-profit sectors. She is the co-founder of the Canadian Institute for Public Engagement. Stephani holds a BA in Sociology, with an emphasis on race relations and native studies. She has a big and active family with four children. In her "spare time", you'll find her gardening, reading, cooking (for pleasure not because she has to!) or planning that next trip.



GALE SIMPSON's background in public relations and community relations spans more than 25 years with the Alberta provincial government, a major Alberta corporation and currently as an independent consultant providing communications advice and solutions to a variety of clients. Since starting her Calgary consulting practice in 1999, she has focused much of her work in the development and implementation of large public involvement initiatives for her many clients. Her experience includes: providing strategic advice on the development, structure and implementation of public involvement programs. Gale is a member of IAP2 and has been on the Board of the Wild Rose Chapter since 2003. She and her husband share a passion for golf and sporting events and their love of travel has taken them on many incredible journeys.



GARY WILLSON has 30 years experience in community based environmental planning, the design, development, implementation and monitoring of stakeholder engagement programs, environmental/social impact assessments and regulatory affairs. His assignments include the siting, assessment, permitting, and operating of hazardous waste management facilities, development of community relations initiatives, land use and recreation plans, watershed management and flood control programs. Gary has been a member of IAP2 since 1994. During his two terms on the Board of Directors, he also served as President. He is a senior consultant with Communica Public Affairs Inc., a Calgary based consulting firm dedicated to sound stakeholder engagement. When he is not working, Gary is attempting to spend as much time as he can diving, canoeing, traveling or doing photography.

TRAINING SCHEDULE - 2006

WINNIPEG - MAY		
Planning for Effective Public Participation – Module 1	Wednesday and Thursday	May 25 and 26
HALIFAX - JULY		
Planning for Effective Public Participation – Module 1	Monday and Tuesday	July 17 and 18
Effective Communication for Public Participation – Module 2	Wednesday	July 19, 2006
Techniques for Effective Public Participation – Module 3	Thursday and Friday	July 20 and 21
TORONTO - SEPTEMBER		
Planning for Effective Public Participation – Module 1	Monday and Tuesday	September 25 and 26
Effective Communication for Public Participation – Module 2	Wednesday	September 27
Techniques for Effective Public Participation – Module 3	Thursday and Friday	September 28 and 29

REGISTRATION FORM - IAP2 CERTIFICATE TRAINING PROGRAM

NAME: _____

ORGANIZATION: _____

TITLE: _____

ADDRESS: _____

CITY: _____ PROV. _____ P/C: _____

PHONE: () _____ FAX: () _____

EMAIL: _____

REGISTRATION

FAX this form with payment information to: 303-458-0002 or mail to:

IAP2 – Attn. Canadian Training
11166 Huron Street, Suite 27
Denver, CO 80234
Email: dina@iap2.org

CANCELLATION

No refunds will be provided for cancellations made less than 3 weeks prior to training. Cancellations made more than 3 weeks prior to training are subject to a 10% cancellation fee. Substitutions will be considered on a case by case basis.

TRAINING LOCATIONS

Full details on the training venues will be provided along with registration confirmation.

Please register early as classes are limited to 25 participants.

IAP2 reserves the right to cancel any course that does not have sufficient registrations.

PLEASE CHOOSE FROM THE FOLLOWING:

Planning for Effective Public Participation (2 days)* \$650.00 Members
*Note: This course is a prerequisite for other IAP2 modules. \$700.00 Non Members

- Winnipeg May 25 & 26, 2006 8:30 a.m. – 5 p.m.
- Halifax July 17 & 18, 2006 8:30 a.m. – 5 p.m.
- Toronto September 25 & 26, 2006 8:30 a.m. – 5 p.m.

Effective Communication for Public Participation \$325.00 Members
\$350.00 Non Members

- Halifax July 19, 2006 8:30 a.m. – 5 p.m.
- Toronto September 27, 2006 8:30 a.m. – 5 p.m.

Techniques for Effective Public Participation (2 days) \$650.00 Members
\$700.00 Non Members

- Halifax July 20 & 21, 2006 8:30 a.m. – 5 p.m.
- Toronto September 28 & 29, 2006 8:30 a.m. – 5 p.m.

PAYMENT INFORMATION

- Visa or Master Card Cheque or money order

Card #: _____ Expiration: _____ Signature: _____