

# STAKEHOLDER AND COMMUNITY ENGAGEMENT WORKSHOP



## WHO SHOULD ATTEND?

Professionals working for corporations, the public sector, private companies and not-for-profits:

- Community Relations / Engagement
- Communication
- Stakeholder Relations / Engagement
- Public Affairs
- Community Development / Partnerships
- External Relations
- Sustainability / Environment
- Councillors

## METHODOLOGY WORKSHOP

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

## OVERVIEW

The way organisations interact with their community is evolving. The need for an effective community engagement plan for your business, council or government department has never been more critical. The proliferation of technology and digitised strategy has led to an increasingly reactive space where trust is in crisis and offline solutions are often overlooked. To effectively engage community confidence, you have to be prepared to share control of the narrative and balance your external communications strategy with internal stakeholder culture.

Organisations need dynamic community engagement and proactive stakeholder practices that drive corporate strategy. This will ensure mutually beneficial outcomes for your organisation, its stakeholders and the communities in which it operates.

This bespoke two-day program will unlock the enabling potential of successful stakeholder communication and community engagement. You will explore stakeholder mapping, proactive communications strategy that fit your organisation's needs and the critical importance of effective outrage management practice