

Engagement Essentials

- Do you understand the language sector leaders use?
- Can you easily recommend the most appropriate approach?
- Do you know where to start?

This course is the pre-requisite for the IAP2 Australasia Certificate in Engagement. Engagement Essentials the perfect starting point for anyone involved in community and stakeholder engagement, at any level or function.

AIM & OBJECTIVES

Aim

The aim of Engagement Essentials is to introduce the key concepts and process in IAP2 Australasia's Engagement Model.

Objectives

The objectives of Engagement Essentials are to:

- Explore a contemporary model of community engagement
- Demonstrate understanding of the different uses of engagement
- Identify why, when and in what way to engage
- Determine the community and stakeholder factors that shape engagement
- Identify the core elements for effective Engagement
- Identify the five steps for effective engagement

Learning Outcome

By the end of Engagement Essentials you will understand the essential elements of a 'best practice' contemporary model for engagement and the next steps you, or your organisation, need to take.



What our previous participants have said:

- The course has provided me with the tools for, and confidence to implement, a meaningful approach to engagement.
- Hearing from the participants – and realising there is such a wider range of experiences – and having the trainer ask questions and clarify points.
- It should be a 'must do' for any public organisation.



Learn more or register at iap2.org.au

Content

Introduction

The role of the engagement practitioner

Core Values

Code of Ethics

Contemporary Engagement

- Engagement definition
- Community engagement
- Uses of engagement
- Benefits of community and stakeholder engagement

Five Essential Elements of Engagement Practice ('Design Platform')

- Understand context
- Scope the project
- Understand people
- Set purpose of the engagement
- Shape influence

Quality assurance standards

Who should do this course?

Engagement Essentials has been designed for those who will be responsible for:

- those wishing to obtain the Certificate in Engagement
- experienced practitioners who are looking for a refresher
- those considering a career, or career change, in community engagement
- professionals, such as planners and engineers in related fields.

Benefits

- Validate your knowledge of sector best practice
- Clarify how the core models should work in practice
- Ask questions from IAP2's experienced trainers
- Form a professional network



Trainer briefing March 2019

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