

Enhance your skills in public engagement

**Building knowledge and skills for
designing, implementing and facilitating
effective public engagement**

The Canadian Trainers Collective... Practitioners with a wealth of experience to share





Who will benefit from this training?

Whether you are just entering the field or are a seasoned practitioner at any level of government, the private sector or a not-for-profit organization, these courses will help you improve your public and stakeholder engagement programs.

What are people saying about this training?

- This training exceeded my expectations, great job!
- I had no former background in public participation so this program equipped me with many key learnings.
- The training manuals will be a great resource for my work!
- I wish I had known this "world" existed years ago. The training was wonderful!

About the IAP2 Certificate Program in Public Participation

The International Association for Public Participation (IAP2) Certificate Program in Public Participation will show you how to build a foundation for planning, designing and implementing effective public participation programs. This is a three module program (5 days) developed in consultation with practitioners from around the world, and the training provides useful tools that you can begin using immediately. Students will receive credit from IAP2 for completing each module, and after completing all three modules, you will receive an IAP2 Certificate in Public Participation.



MODULE 1: PLANNING FOR EFFECTIVE PUBLIC PARTICIPATION

Have you ever asked the question: "How do I get meaningful input from stakeholders and use it in a constructive way?" Then this course is for you. This two-day module provides an introduction to the foundations of effective public participation programs. Through a five-step planning process, participants will learn how to set clear objectives, determine the appropriate level of public participation and deliver on a promise to the public. Other important topics include the practical application of the IAP2 Core Values for Public Participation and the use of the IAP2 Code of Ethics as a guide to both practitioners and clients. **Note: Module 1 is a prerequisite for Modules 2 & 3.*

MODULE 2: COMMUNICATIONS FOR EFFECTIVE PUBLIC PARTICIPATION

This single day module offers an overview and introduction to the communication skills used by public participation practitioners. It introduces the Principles of Authentic Communication and the need to consider the variety of learning styles practitioners must think about in preparing communication materials.

MODULE 3: TECHNIQUES FOR EFFECTIVE PUBLIC PARTICIPATION

So now you have your plan together, how do you ensure the dialogue is constructive and meaningful? This two-day module provides an introduction to a range of practical tools and techniques used at all five levels of the IAP2 Public Participation Spectrum. It gives course participants an opportunity to try out or observe a number of specific techniques, including World Cafe, Interviews, Card Storming, Appreciative Inquiry and Open Space.

IAP2 PUBLIC PARTICIPATION FOR DECISION MAKERS

Do you want your senior administrators to know more about why public participation is important? This course focuses on the public participation foundations from a decision maker's point of view. It examines the costs and benefits of public participation, discusses when and when not to involve the public in an organizational decision, and emphasizes the importance of both the decision being made and the promise to the public about their involvement in that decision process. Finally, the session provides an overview of what the decision maker should know about the role of the public participation practitioner.

**NOTE: Available as in-house training only.*

ABOUT THE TRAINERS....

Jan Bloomfield, BA, MA



After taking the IAP2 Certificate program, I recognized its value in helping others understand the benefits of designing and delivering authentic public engagement. Being a trainer is very rewarding, and I continue to learn something new from students in every course!

Through her company – Strategy Plus – Jan focuses on helping public and private sector clients design and coordinate their public participation programs, as well as facilitate their strategic and business plans. Her career of more than 24 years in public administration with the Governments of Alberta and Canada has been invaluable to her clients, and also to participants in her training who are from the public sector. In her consulting practice since 1997, Jan has worked in such areas as tourism, parks, community planning, economic development, environment and agriculture, education, libraries, transportation, and Aboriginal communities. Jan joined IAP2 in 1999, has served on the Wild Rose Chapter Board since 2001, and has been training the IAP2 Certificate Program since 2005. When she's not traveling to new and exotic locations you can find her golfing, gardening or enjoying gourmet dinners with friends and family.

GAY ROBINSON, APR



I get energized by helping participants see how they can make their public participation activities more meaningful and productive. I also love to hear about all the innovative ways participants are engaging stakeholders across Canada.

Gay's passion lies in working collaboratively with community and industry at the grassroots level; preferring to keep discussions at the kitchen table versus the boardroom table. Much of her work is in the natural resources sector, pushing to raise the bar and establish best practices for stakeholder engagement. Based in Alberta, Gay is an independent consultant, with over 30 years of experience in communications and stakeholder relations. She is an active member of IAP2 – as a licensed trainer for the IAP2 Certificate Program since 2005 and in various leadership roles. She currently serves on the Executive of the IAP2 Wild Rose Chapter. Gay also teaches Community Relations at the University of Calgary and is an accredited member of the Canadian Public Relations Society. In her spare time she likes to read, camp, travel, quilt and spend time at the family lake-side cottage in B.C.

GALE SIMPSON



Sharing my experiences and spreading the word about why public engagement must be meaningful to others who enjoy this work as much as I do has been a great gift to me.

After a successful 25 year career in public relations with the Alberta provincial government and a major Alberta corporation, Gale turned to consulting. Very early in her consulting practice, Gale got her first taste of public participation and she realized that's where she would focus her work. In the past 10 years, she has developed and managed a wide variety of programs for clients in transportation, planning, education, health, and waste management. Gale is particularly interested in why conflict develops in public engagement and how practitioners can deal with those situations that are now becoming the "norm." She is certified to teach two advanced courses on the subject. Gale has been a member of IAP2 since 2000 and has served on local, national and international boards. Gale loves to travel and continues to search for spare time to journey to new places.

What are people saying about the trainers?

- The trainers are excellent - possessing good knowledge, people skills and experience. Your presentation skills brought the best out of the group. I would highly recommend both for future training . . . very impressive.
- Great team. Worked well together. Really made me feel at ease and encouraged dialogue.
- Both instructors have an obvious understanding of P2. It shows in their enthusiasm in instructing the course.
- These ladies could teach me anything. They are so articulate and expressive. I have enjoyed learning from them.





Canadian Trainers Collective (CTC)

Our mission is to provide professional development to practitioners and others who wish to enhance relations with their stakeholders. The CTC is a cooperative agreement between three Canadian trainers licensed to train the IAP2 Certificate Program. All trainers are active public participation practitioners and have a wealth of related experience.

Why choose training from the CTC?

Experience & Leadership

- Our trainers are active public participation practitioners with experience in corporate, government and not-for-profit sectors.
- All three trainers have been licensed by IAP2 since 2005 and we have delivered the IAP2 certificate program to hundreds of participants from coast to coast.
- Our experience is recognized by our peers and we have been elected to leadership roles at the international, national and regional levels of IAP2.

Value-Added

- Our two-trainer model gives participants exposure to more experience.
- Pre-course surveys provide trainers with information to customize material and maximize the experience for students.
- Each participant qualifies for one hour of post-training coaching (per course) from one of the trainers.
- You may qualify for a group discount. Contact us.

For more information on our schedule and how to register check out our website: canadiantrainerscollective.ca

Or you can contact us at cdntrainerscollective@shaw.ca

REGISTRATION

Use one of the following options to send this registration form with payment :

FAX: 403-281-8945

MAIL:

Canadian Trainers Collective
c/o Gay Robinson Consulting
163 Woodpark Circle SW
Calgary AB T2W 6G1

EMAIL: cdntrainerscollective@shaw.ca

VALUE ADDED

- Two trainers will give participants exposure to more experience.
- Pre-course surveys and primers will prepare trainers with information to customize material and maximize the experience for students.
- Each participant qualifies for one hour of coaching (per course) from one of the trainers.
- Check out our discounts.
- Contact us for group rates.

CANCELLATION

- No refunds will be provided for cancellations made less than three weeks prior to training.
- Cancellations made more than three weeks prior will be subject to a 10% cancellation fee.
- Requests for substitutions or transfers to other Canadian Trainers Collective training sessions will be considered on a case by case basis and should be made at least one week in advance of training.
- Participants must attend the full course in order to receive the certificate

The Canadian Trainers Collective reserves the right to cancel any course that does not have sufficient registration.

All courses run from 8:30 a.m. to 4:30 p.m. Training location information will be provided with registration confirmation.

PAYMENT INFORMATION

Cheques and money orders must be made payable to: **Gay Robinson Consulting**. Credit card charges are processed through Gay Robinson Consulting and will be reflected as such on your statement. All payments will be processed in Canadian dollars. Full payment must be received prior to taking the courses.



CANADIAN TRAINERS COLLECTIVE

2014 Calendar & Registration Form

IAP2 Certificate in Public Participation

PLEASE PRINT CLEARLY

NAME _____

ORGANIZATION _____

TITLE _____

ADDRESS _____

CITY _____ PROV/STATE _____ P/C (zip) _____

PHONE () _____ CELL () _____

EMAIL _____

NAME TO BE DISPLAYED ON CERTIFICATE IF DIFFERENT FROM ABOVE:

Check all boxes that apply for course selection.
Please note that Planning is a prerequisite for other IAP2 modules

| | Price | Vancouver March 2014 | Edmonton April 2014 | Calgary June 2014 |
|------------------|--------|--------------------------------------|-----------------------------------|-------------------------------------|
| Planning & Comm. | \$1125 | <input type="checkbox"/> 10, 11 & 12 | <input type="checkbox"/> 7, 8 & 9 | <input type="checkbox"/> 9, 10 & 11 |
| Communications | \$400 | <input type="checkbox"/> 12 | <input type="checkbox"/> 9 | <input type="checkbox"/> 11 |
| Techniques | \$750 | <input type="checkbox"/> 13 & 14 | <input type="checkbox"/> 10 & 11 | <input type="checkbox"/> 12 & 13 |

Please see our website for more dates in 2014
canadiantrainerscollective.ca

GET A DISCOUNT

- An Early Bird discount of **5%** for registrations 6 weeks or more in advance.
- Take all three courses in the same week for a **10%** discount.
- Discounts can be combined for a total of **15%**.
- Group discounts are available. Contact us for details.

| | |
|-----------------|----------|
| Course(s) | Subtotal |
| Discount _____% | _____ |
| Subtotal | _____ |
| GST (5%) | _____ |
| TOTAL OWING | _____ |

☐ CHEQUE OR MONEY ORDER

☐ VISA

☐ MASTER CARD

| | |
|----------------------|----------------|
| CARD # | EXPIRY (mm/yy) |
| CARDHOLDER NAME | |
| CARDHOLDER SIGNATURE | |