



Certificate Programme in Public Participation



Building knowledge and capacity for effective design and implementation of public participation programmes

Edinburgh February 1-5, May 10 – 14 and November 1-5 2010

Hilton Associates is delighted to offer the internationally acclaimed Certificate in Public Participation developed by the International Association for Public Participation (IAP2) www.iap2.org

The IAP2 Certificate in Public Participation

The IAP2 Training Program offers a Certificate in Public Participation throughout the UK, Europe, North America and Australasia. IAP2 trainers have worked with practitioners from around the world to develop practical tools that transcend national and cultural boundaries and are suitable for the most advanced practitioners through to those just starting out.

The training programme is relevant to people in fields as diverse as:

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

The IAP2 Certificate in Public Participation consists of three courses:

- Course 1: Planning for Effective Public Participation (2 days)
- Course 2: Effective Communications for Public Participation (1 day)
- Course 3: Techniques for Effective Public Participation (2 days)

All three courses are presented in an experiential learning environment that provides participants with the opportunity to explore their own public participation challenges with the group. Interactive exercises and practical tips are used to enliven the theory and reference materials presented throughout each course and reinforce skills that participants can put into immediate use.

At the conclusion of each course, students will receive credit from IAP2 recognising the successful completion of that course. Upon completion of all three courses, students will be awarded a Certificate in Public Participation from IAP2 international.

In the UK, over 30 organisations have benefited from undertaking the IAP2 training, and over 180 individuals have undertaken at least part of the IAP2 Certificate, including people from the Scottish Government, Communities Scotland, East Ayrshire Council, NHS Ayrshire & Arran, North Ayrshire Council, Glasgow Community Planning Ltd, the Environment Agency, Department for Transport, Natural England, Jacobs, Ove Arup, Department for Communities and Local Government, Department of Educational and Social Services, Metropolitan Police Authority, various primary care trusts and other health and education providers.



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Who is IAP2?

IAP2 is an association of members who seek to promote and improve the practice of public participation in relation to individuals, governments, institutions and other entities that 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; and
- Provide technical assistance to improve public participation.

IAP2 was founded in 1990 as the International Association of Public Participation Practitioners (IAP2) to respond to rising global interest in public participation.

Course Descriptions

Course 1: Planning for Effective Public Participation (2 days) February 1-2, May 10-11 or November 1-2

An interactive and experiential module encourages students to explore their own challenges in community engagement with their facilitator and papers. Using examples and practical exercises, participants learn how to 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 starting with 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

Course 2: Effective Communication for Public Participation (1 day) February 3, May 12 or November 3

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

Note: Planning for Effective Public Participation is a prerequisite for this module



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Course 3: Techniques for Effective Public Participation (2 days) February 4-5, May 13-14 or November 4-5

This two-day course provides an introduction to a range of practical tools and techniques for community engagement. 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

Note: Planning for Effective Public Participation is a prerequisite for this module

IAP2 PUBLIC PARTICIPATION FOR DECISION MAKERS*

This course has been designed specifically for decision makers. The session looks at the public participation foundations from a decision maker's point of view and offers a perspective on how public participation can be integrated into the overall project plan. It examines all the costs and benefits of public participation, discusses when and why to not involve the public in an organization's 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.

** Currently only available as an in-house training only*

The certificate course can be delivered for organisations on request.

About the Trainer

Vikki Hilton is a highly experienced trainer and facilitator and a life member of IAP2 with an M.Ed and professional qualifications in facilitation, mediation and public participation. She developed the "Innovative ways of involving people in decision-making" course, recognised as part of IAP2's Professional Development Series. Vikki's practice has evolved from working in Papua New Guinea in the 1980's continuing in the United Kingdom where she is an Honorary Fellow of Edinburgh University and runs her own consulting business. She delivers training in *Participatory Approaches* and *Environmental Consensus and Conflict Resolution* in the UK as well as overseas and also leads public participation and change processes for government, NGO's, communities and industry. Recent work includes leading the public engagement strategy for a land stabilisation project as well as participatory processes for community engagement in access issues, community wind farms and health issues. Vikki will be assisted where appropriate by other IAP2 accredited trainers.

For Further Information please contact: Vikki Hilton

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Certificate Programme in Public Participation



Venue: The Engine Shed, Edinburgh, Scotland. UK

www.engineshed.org.uk

Time: 9.00 – 4.45pm each day

Name and Title:	
Organisation and Role:	Address:
Contact Phone:	Email Address:

Course: <i>All course costs include full workshop manual, lunch and refreshments.</i>	Edinburgh February dates	Edinburgh May dates	Edinburgh November dates	Venue	Cost	
<input type="checkbox"/> <input type="checkbox"/> Planning for Effective Public Participation (2 Days)	1-2 February	10-11 May	1-2 November	The Engine Shed, Edinburgh	£460	
<input type="checkbox"/> <input type="checkbox"/> Effective Communication for Public Participation (1 Day) Planning for Effective Public Participation is a prerequisite for this module	3 February	12 May	3 November	The Engine Shed, Edinburgh	£230	
<input type="checkbox"/> Techniques for Effective Public Participation (2 Days) Planning for Effective Public Participation is a prerequisite for this module	4-5 February	13-14 May	4-5 November	The Engine Shed, Edinburgh	£460	
* Less 10% discount if applicable						
This is a vegetarian venue. Any other special needs or dietary restrictions:						
*Discount applies if all 3 Certificate Course Modules in a week block are paid for 4 weeks prior to commencement of Planning. N.B. Individual discount only – not to be combined with any other discount Please circle/✓ chosen dates					Total	£

Payment method: BACS Cheque On Invoice

BACS details: Hilton Associates Ltd, Bank of Scotland, Account No: 06504267, Sort Code 80-22-60, IBAN: GB83 BOFS 8022 6006 5042 67

Please return the completed form by mail, email or fax to: Hilton Associates Ltd, 3 Priory Grove, South Queensferry, EH30 9LZ. UK. Tel: +441313311523 Fax: +441315101523

Terms and conditions

1. Full payment is required to reserve a place on the course. A maximum of 24 participants will be accepted into any module.
2. If you cannot attend, registered participants may send substitutes but you must please let us know. Remember too, that the prerequisite Planning Module must have been completed by any participant before they undertake any other certificate module.
3. If you have to cancel and written notice of cancellation is received at least 15 days before the start of planning you incur a 10% cancellation fee; 7-14 days notice 50% cancellation fee; less than 7 day's notice 100%
4. Hilton Associates reserves the right to cancel the programme if sufficient registrations are not received within TWO WEEKS of the advertised start. Should the programme be cancelled full refunds will be made.

Please tick here if you do not wish to be placed on our database for notification of future events.