

Course Outline

The Vital Role of Communication in Effective Engagement

Session 1 (3 hours)

- Welcome, Introductions and Technology Review
- Role of Communications in Public Participation
- Situation Assessment Through a Communications Lens
- Communications Objectives
- Diversity, Inclusion & Communications
- Questions, Wrap-up & What's Next

Session 2 (3 hours)

- Welcome & Review of Session 1
- Meeting Communication Needs
- Key Messages
- Communication Skills
- Plain Language & Community Language
- Questions, Wrap-up & Evaluation