

Advanced Community Engagement Practitioner Masterclass

Build your capacity to manage complex community engagement projects

We invite you to participate in a 2 day intensive workshop for experienced community engagement (CE) practitioners. This is an exciting opportunity to work with other like-minded people in a small group (maximum 20) and build your capability to manage complex community engagement projects.

How will you benefit?

We believe that there is huge value in bringing like-minded people together to form a focused learning “hothouse”. Together we will create a collaborative learning environment and work on real challenges drawn from the experience of participants.

You will benefit by learning from the experience of others, and by deeply exploring the concepts and techniques of effective community engagement practice. Throughout the experience you will be supported to clearly identify how you will apply what you are learning to your own practice. In addition, all participants will be invited to form an ongoing “community of practice” to extend development past the program itself.

We operate within a dynamic, complex environment which can place practitioners under considerable pressure. By developing your knowledge and building your confidence, you will have more strategies available to you when things get tough! In addition you will build relationships with other practitioners who can provide a welcome source of ongoing support.



What challenges will the Masterclass explore?

Our experience tells us that even the most experienced of practitioners can encounter challenging situations. The Masterclass will typically explore issues like:

- How to influence your organisation’s internal decision-making processes to gain support for CE initiatives
- How to understand the role of your organisation’s “culture” in the way that CE is “seen” and prioritised
- Developing realistic expectations and effectively scoping community engagement projects
- How best to support technical experts when they need to present information to public forums
- Building trust with challenging stakeholder groups
- Being guided by process values when the going gets tough.

Our exploration will integrate the concepts of many leading thinkers in the social sciences including Sandman, Covello, Susskind, Mackay, Fisher & Ury, Carson, Aggens and Fishkin.

What are the entry requirements?

This is an advanced level program, so to participate you need to meet the following criteria:

1. Have at least two years’ practical experience in designing and implementing community engagement projects, and
2. Have completed some prior training in community engagement, preferably the IAP2 Certificate for Public Participation.

How do you find out more?

Contact Michelle Balchin on +61 2 4226 4040 or visit our website www.twyfords.com.au

