

STAKEHOLDER AND COMMUNITY ENGAGEMENT WORKSHOP

STRATEGIES, SKILLS AND
FRAMEWORKS FOR EXCELLENCE

27 - 28
MAY 2020
AUCKLAND

EXPLORE

- ▶ Understand challenges, opportunities and emerging trends
- ▶ Build and maintain a Social Licence to Operate (SLO)
- ▶ Segment and prioritise your stakeholder groups
- ▶ Analyse your stakeholders to understand their needs and decision drivers
- ▶ Select the best tools to fit your stakeholder engagement needs
- ▶ Principles of outrage mitigation
- ▶ Fundamentals to establish an outrage management program
- ▶ Manage internal expectations to improve team cohesion
- ▶ The role of online engagement tools and platforms

EXPERT FACILITATOR



David Ross
Director
Phoenix Strategic Management

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17 MARCH 2020
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ABOUT THE EVENT

The way organisations interact with their community is evolving. The need for an effective community engagement plan for your organisation has never been more critical. The proliferation of technology and digitised strategy has led to an increasingly reactive space where trust is in crisis and offline solutions are often overlooked. To effectively engage community confidence, you have to be prepared to share control of the narrative and balance your external communications strategy with internal stakeholder culture.

Organisations need dynamic community engagement and proactive stakeholder practices that drive corporate strategy. This will ensure mutually beneficial outcomes for your organisation, its stakeholders and the communities in which it operates.

Delivered by global VUCA expert David Ross, his bespoke two-day program will unlock the enabling potential of successful stakeholder communication and community engagement. You will explore stakeholder mapping, proactive communications strategy that fit your organisation's needs and the critical importance of effective outrage management practice.

TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

DAY ONE

Setting the scene - The need for effective stakeholder engagement

- ▶ Understand the challenges and opportunities presented by complex stakeholder networks and relationships
- ▶ Explore the nature of conflict and why it exists
- ▶ Build and maintain a Social Licence to Operate (SLO)

Sharpening your tools, tactics and targeting

- ▶ Segment and prioritise your stakeholder groups using tried and tested models
- ▶ Establish success criteria, measures and metrics for engagement
- ▶ Explore formats, media and communication styles to facilitate two-way dialogue
- ▶ Manage the perception gap and understand your organisation's assumptions

Establishing appropriate communication protocols

- ▶ Analyse your stakeholders, understand their needs and decision drivers
- ▶ Identify engagement goals for each group, topics and media
- ▶ Plan to communicate and effectively build ongoing positive relationships

Principles of outrage mitigation - Triggers, traps and trust

- ▶ Explore the drivers of community and stakeholder outrage
- ▶ Understand the nuances of risk perception as an underlying cause of outrage
- ▶ Analyse outrage in the context of your business needs and your stakeholders' interests

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DAY TWO

Building an effective stakeholder management or outrage management strategy

- ▶ Explore fundamentals for establishing an outrage management program
- ▶ Right-fit your engagement strategies to the needs, goals, and internal architecture of your organisation
- ▶ Steps to establishing an outrage management program and strategy development

Managing internal expectations

- ▶ Understand and manage elevated stress within your organisation during crisis
- ▶ Lead and support your team to remain cohesive through conflict
- ▶ Distinguish corporate communications from face-to-face community engagement

Towards stakeholder and community engagement 2.0 and beyond

- ▶ Anticipate the challenges organisations and communities will face in the next five to ten years
- ▶ Sketch an outline for your engagement plan, drawing on the principles explored in the workshop
- ▶ Apply your learning to challenging case-studies

WORKSHOP SCHEDULE

- 8.30 - 9.00 Registration
- 9.00 - 10.40 Session One
- 10.40 - 11.00 Morning Tea
- 11.00 - 12.30 Session Two
- 12.30 - 1.30 Lunch
- 1.30 - 3.00 Session Three
- 3.00 - 3.20 Afternoon Tea
- 3.20 - 4.30 Session Four
- 4.30 Close of Workshop

WHO WILL ATTEND?

Professionals working for corporations, the public sector, private companies and not-for-profits:

- ▶ Community Relations / Engagement
- ▶ Policy and Program Professionals
- ▶ Communications
- ▶ Stakeholder Relations / Engagement
- ▶ Public Affairs
- ▶ Community Development / Partnerships
- ▶ External Relations
- ▶ Sustainability / Environment
- ▶ Councillors

YOUR FACILITATOR

As a VUCA Strategist and Managing Director of management consulting firm, Phoenix Strategic Management, David uses his expertise to help position companies in order to successfully tame the uniquely complex environments in which they find themselves in.

He enables authority and inspires those affected to disrupt the old ways and generate ingenious and measurable results in order to protect organisational reputation and performance. He is particularly passionate about helping organisations advance genuine contributions to community and environmental issues.



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Director
Phoenix Strategic Management

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Stakeholder and Community Engagement Workshop

27 - 28 MAY 2020

CLIFTONS AUCKLAND

Booking Form

Event Reference: SCEW0520Z-A

Priority Code: I



Registration Information

Organisation Name

Address

Suburb

State

Postcode

Booking Contact Information

Title

Full Name

Position

Email

Phone



Delegate Information

#	Title	Full Name or TBA	Position	Email
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				



Your Investment

Options (per person)

Value Plus Rate

Super Saver Rate

Early Bird Rate

Standard Rate

Qty

Register and pay by 17 March

Register and pay by 7 April

Register and pay by 28 April

Workshop

\$2095 + GST = (\$2409.25)

\$2295 + GST = (\$2639.25)

\$2445 + GST = (\$2811.75)

\$2595 + GST = (\$2984.25)

Discounted off standard rates :

Save up to \$500

Save up to \$300

Save up to \$150

All Prices listed in NZ Dollars

Group Discounts Available:

15% off Standard Rate
Team of 3 - 4

20% off Standard Rate
Team of 5 - 7

25% off Standard Rate
Team of 8+

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Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.



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