

STAKEHOLDER & COMMUNITY ENGAGEMENT WORKSHOP

STRATEGIES, SKILLS & FRAMEWORKS FOR EXCELLENCE



13 & 14
NOVEMBER 2019
CLIFTONS MELBOURNE

EXPLORE

- ▶ Understand challenges, opportunities & emerging trends
- ▶ Build & maintain a social licence to operate
- ▶ Segment & prioritise your stakeholder groups
- ▶ Analyse your stakeholders to understand their needs & 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 & platforms

EXPERT FACILITATOR



David Ross
Director
Phoenix Strategic Management

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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 business, council or government department 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.

This 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.

WHO WILL ATTEND?

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

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

YOUR FACILITATOR

As founding Director of boutique management consulting firm, Phoenix Strategic Management, David uses his expertise as a strategist to help position companies in order to successfully tame the uniquely complex environments in which they find themselves in. Considered a breath of fresh air, he enables authority and inspires those affected to disrupt the old ways and generate ingenious and measurable results. He is particularly passionate about helping organisations advance genuine contributions to community and environmental issues.

With 20 years experience dealing with complex environmental, economic and community issues, he has been privileged to work with some of Australia's largest companies and smallest communities on issues as diverse as windfarms, the sustainability of communities, coal seam gas, crime prevention, and the construction of utilities and their impact on communities. David is a Certified Management Consultant and a Fellow of the Australian Institute of Management, recognising him for the contributions he is making to the debate on leadership requirements for the 21st Century.



David Ross
Director
Phoenix Strategic Management

13 NOVEMBER DAY ONE

Setting the scene: The need for effective stakeholder engagement

- ▶ Understand the challenges, opportunities and emerging trends
- ▶ Understand the nature of conflict and why it exists
- ▶ How to build and maintain a Social Licence to Operate (SLO)

Sharpening your tools, tactics and targeting

- ▶ Different models to segment and prioritise your stakeholder groups
- ▶ 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

- ▶ Analysing your stakeholders, understand their needs and decision drivers
- ▶ Identify engagement goals for each group, topics and media
- ▶ Step-by-step processes to communicate and effectively build ongoing positive relationships
- ▶ Selecting the best tools to fit your stakeholder engagement needs (including integrating online engagement with your broader community and stakeholder engagement program)

Principles of outrage mitigation: Triggers, traps and trust

- ▶ The drivers of community and stakeholder outrage
- ▶ Risk perception as an underlying cause of outrage
- ▶ Understand the context in which you find yourself

14 NOVEMBER DAY TWO

Building an effective stakeholder management or outrage management strategy

- ▶ Fundamentals for establishing an outrage management program
- ▶ Developing a program that's the right "fit" for the internal architecture of your organisation
- ▶ Steps to establishing an outrage management program and strategy development

Embedding your stakeholder communication action plan

- ▶ Identify actions you can put in place to improve stakeholder communication
- ▶ Outrage management and mitigation tactics
- ▶ Applying knowledge and specific practices to the unique situations encountered by your team
- ▶ Developing practical ideas and strategies to improve outrage management within your organisation

Managing internal expectations

- ▶ Manage emotions within your organisation and strategies for challenging situations
- ▶ Understand how to assist others to adopt these strategies and improve team cohesion
- ▶ Distinguish corporate communications from face-to-face community engagement
- ▶ Tactics for dealing with the emotional issues throughout a project

Towards stakeholder & community engagement 2.0 and beyond

- ▶ Anticipate the challenges organisations and communities will face in the next five to ten years
- ▶ Facilitated discussion on what skills/traits stakeholder & community engagement staff will require
- ▶ Contemplating the role of online engagement tools and platforms

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

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

Your Investment

Options (per person)
Qty

Value Plus Rate
Register and pay by 5 September

Super Saver Rate
Register and pay by 26 September

Early Bird Rate
Register and pay by 17 October

Standard Rate

___	Workshop	\$2195 + GST = (\$2414.50)	\$2445 + GST = (\$2689.50)	\$2545 + GST = (\$2799.50)	\$2695 + GST = (\$2964.50)
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Discounted off standard rates :	Save up to \$500	Save up to \$250	Save up to \$150	All Prices listed in Australian Dollars
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Group Discounts Available:	15% off Standard Rate Team of 3 - 4	20% off Standard Rate Team of 5 - 9	25% off Standard Rate Team of 10+
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TOTAL incl GST

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