

Community Engagement 101 – Workshop Series

Workshop 1: Understanding Community Engagement

Time	Programme
9:00am-9:30am	Introductions and workshop(s) outline and objectives
9:30am-10:30am	What is Community Engagement? Engagement spectrum and OECD principles
10:30am-10:45am	Morning break <i>Refreshments & networking</i>
10:45am-11:15am	Why is Community Engagement Important?
11:15am-11:45am	What are the benefits?
11:45am-12:30pm	What are the constraints?
12:30pm-1:00pm	Lunch break
1:00pm-2:00pm	The importance of planning for community engagement How community engagement fits as part of a project plan; legislation and other considerations that shape how community engagement should be done
2:00pm-3:00pm	How and when to engage Problem definition: why that's important and how community engagement techniques can help
3:00pm-3:15pm	Afternoon break <i>Refreshments and networking</i>
3:15pm-4:00pm	When is engagement necessary and how much community engagement is enough?
4:00pm-4:15pm	Wrapping up today
4:15pm-4:30pm	Homework discussion and Community Engagement strategy outline for workshop 2

Workshop 2: Building and implementing a Community Engagement Strategy

Time	Programme
9:00am-9:30am	Introductions and workshop(s) outline and objectives
9:30am-10:30am	What is a community engagement strategy, what's in it and why is it important? Understanding what's in a community engagement strategy, its key deliverables and why it is important
10:30am-10:45am	Morning break <i>Refreshments & networking</i>
10:45am-12:30pm	How to build a community engagement strategy
12:30pm-1:00pm	Lunch break
1:00pm-1:30pm	How to build a community engagement strategy (continued)
1:30pm-3:00pm	Getting internal stakeholder buy-in
3:00pm-3:15pm	Afternoon break <i>Refreshments and networking</i>
3:15pm-4:00pm	Taking action: Building a community engagement strategy
4:00pm-4:15pm	Wrapping up today
4:15pm-4:30pm	Homework discussion and Community Engagement Strategy outline for Workshop 3

Workshop 3: Creating and using a Community Engagement Toolbox

Time	Programme
9:00am-9:30am	Introductions and workshop outline and objectives – links to workshops 1 & 2
9:30am-10:30am	Understanding communities, target audiences and how best to engage with them
10:30am-10:45am	<i>Morning break</i> <i>Refreshments & networking</i>
10:45am-12:30pm	What's in a community engagement toolbox? Examining the pros and cons of available options
12:30pm-1:00pm	<i>Lunch break</i>
1:00pm-2:00pm	Matching tools to your project outcomes and target audiences
2:00pm-3:00pm	Social media and community engagement – an introduction
3:00pm-3:15pm	<i>Afternoon break</i> <i>Refreshments and networking</i>
3:15pm-4:00pm	Engaging with success – how, when and why to engage online
4:00pm-4:15pm	Wrapping up today
4:15pm-4:30pm	Homework discussion Tasks; things to think about and things to do; support available from Don and Brett