

# IAP2 Certification Program in Public Participation



planning  
communication  
techniques

# IAP2 Certification Program in Public Participation

The International Association for Public Participation Certificate training provides beginner through advanced practitioners a broad-based learning experience covering all of the foundations of public participation. IAP2 training provides proven tools for understanding and communicating public participation concepts. Each course provides the fundamentals of public participation that practitioners from around the world can use to design and implement effective programs.

## **Planning for Effective Public Participation** [ 2-days ]

## **Effective Communication for Public Participation** [ 1-day ]

## **Techniques for Public Participation** [ 2-days ]

**Alexandria, Virginia -**  
**Douglas J. Sarno, trainer**  
**December 1-5, 2008**

## **Courses Lead to a Certificate in Public Participation**

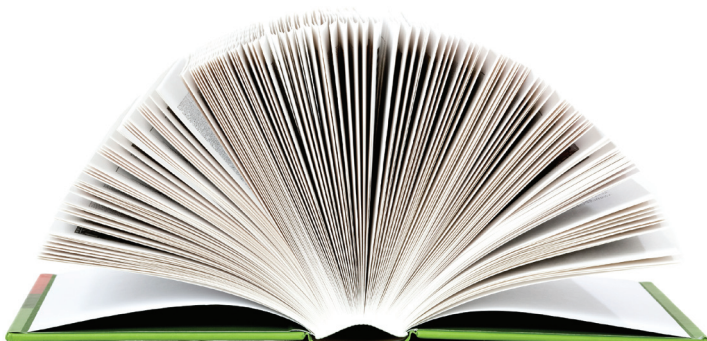
The certificate program consists of a series of three courses over five days. These courses allow public participation professional to master the basics of how to design and deliver a public participation program and enhance their existing skills. Upon completion of all courses, students will be awarded a Certificate in Public Participation from IAP2.

## **DOUGLAS J. SARNO, trainer**

Douglas Sarno is an IAP2 Master Trainer and was part of the team of developers that designed the IAP2 Certificate Training Program. He has over 20 years of experience in planning and implementing public participation programs and has written and spoken widely on public participation issues. He has designed and implemented successful and effective public participation programs throughout the world. Doug has also developed training and guidance for public participation programs for numerous agencies, and regularly conducts independent evaluations of public participation programs. Doug has delivered the IAP2 training dozens of times, to over 1,000 students.

## **The Perspectives Group**

The Perspectives Group is a woman-owned small business founded in 1991 to provide expert advice and assistance in all aspects of effective communications and decision-making. Today, The Perspectives Group is one of the nation's foremost experts in public participation and works throughout the world to establish and run advisory boards, communicate risk and technical information, develop cooperative decision-making programs, and enhance organizational effectiveness through team-building, visioning, and effective communications.



# Planning for Effective Public Participation

**This two-day course of the IAP2 Certificate Program provides an introduction to the foundations of effective public participation programs.**

IAP2 has worked with practitioners from around the world to develop tools that transcend national and cultural boundaries. Even advanced practitioners will find useful tools and techniques to assist in working with the public and clients to establish effective public participation. These tools are presented in an interactive and experiential learning environment that provides students with the opportunity to explore their own public participation challenges with their instructor and peers.

Students use IAP2's Public Participation Spectrum to demonstrate the importance of setting clear objectives and a promise to the public and how to determine the appropriate level of public participation. Other important topics include the practical application of the IAP2 Core Values for Public Participation and using the IAP2 Code of Ethics as a guide to both practitioners and clients.

*"The Planning course is so refreshing because I so believe in the value of planning for effective public participation and it's great to know that practitioners are gaining these skills"*

*—Trainee*

Each student receives a detailed student workbook as well as a copy of the IAP2 Public Participation Bibliography containing nearly 400 annotated references to the best literature in the field of public participation.

Students will use IAP2 Planning for Effective Public Participation to employ a step-wise program to planning and designing public participation programs. Course content includes detailed examples and practical hands-on exercises so participants leave with the tools needed to build realistic public participation programs.



Course materials include exercises in using IAP2's five steps for planning effective public participation.

The Planning course focuses on defining the issues for which public participation is required, identifying stakeholders and ensuring their involvement throughout the process. Using IAP2's Spectrum for Public Participation, course participants establish clear and achievable objectives for public participation and a promise to the public. Participants learn how to prepare an organization for conducting public participation and to plan for the timing, techniques, and resources needed to make public participation a success. Emphasis is placed on creating and using continuous feedback and evaluation.

## **At the conclusion of the Planning Course, students will have learned:**

- The full scope of planning needed for effective participation, including information, timing, resources, techniques, and roles and responsibilities.
- A variety of ways to identify the public and understand potential impacts of actions.
- How to select the appropriate level of public participation.
- How to set clear, shared objectives for effective participation.
- How to develop a public participation plan.
- How to identify appropriate evaluation tools to measure the effectiveness of public participation programs.

**The 2-day planning course is a prerequisite for the other two IAP2 courses.**



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# Effective Communication for Public Participation

**This one-day course in IAP2's Certificate Program in Public Participation offers an overview of the communication skills used by public participation practitioners. The course provides an introduction to communication skills and models. It introduces the Principles of Authentic Communications and focuses on tools used to prepare and present information materials in a variety of forms, small and large group interaction models, and facilitation essentials.**



The 8-hour course is designed as a primer and is suitable for beginning to intermediate level practitioners and those who want a review of basic communication techniques. Interactive exercises and practical tips are used to enliven the basic theory and reference materials presented throughout the day and reinforce skills that participants can put to immediate use. Participants learn the elements needed to prepare communication plans and to practice active listening. They gain an understanding of the essentials of risk communication, making effective written and verbal presentations and working with mass media.

*"Definitely the best training I've ever had. Concepts were vital, information was well-presented, and the arguments for enhancing public participation were compelling."*

*-Trainee*

Students get practical experience in applying the skills they've learned in Planning for Effective Public Participation Programs and take home a comprehensive student manual and IAP2's Program Planning Tool. This capstone tool can be used to capture a public participation project's planning, implementing and evaluation information in one easy reference document.

## **At the conclusion of the Communication Course, students will have learned:**

- An understanding of the communication skills needed to support effective public participation.
- An understanding of two-way communication models and how to share information and to elicit feedback.
- An understanding of learning styles and how to incorporate into public participation.
- A variety of public participation communication skills and techniques including active listening and empathy, communicating technical information to non-technical people, managing hostile audiences, risk communication, cross-cultural communications and media relations.
- How to use appropriate communication skills, behaviors and tools to support effective public participation.

*"I want to tell you how valuable the two courses were to me. I think the information and the presentation were equally effective. I am so pleased that someone figured out a way to bring a more systematic approach to public participation. Up till now, it's been so much "seat of the pants" that as a profession, we've all suffered a lack of credibility. My thanks to the course creators on behalf of all of us in the profession."*

*- a 15 year practitioner*

# Techniques for Public Participation

**This two-day course in IAP2's Certificate Program in Public Participation provides an introduction to a range of practical tools and techniques used at all five levels of IAP2's Public Participation Spectrum. It gives course participants an opportunity to try out or observe a number of specific techniques including World Café, Interviews, Samoan Circle, Citizens Jury and Advisory Group.**

It includes overviews of more than 20 tools and techniques tested and used by public participation practitioners around the globe. The course is designed as a primer and is suitable for beginning to intermediate level practitioners and those who want a review of basic group process techniques. Interactive exercises and practical tips are used to enliven the basic theory and reference materials presented throughout the two-day session and reinforce skills that participants can put to immediate use.

*"The instructor was top-notch and provided invaluable information for public participation and decision making."*

- Trainee

Students learn how to create effective forums for dialogue and how to avoid the many problems encountered in traditional public meetings.

Students leave this course armed with a detailed student manual covering the course materials and a packet of IAP2 Tipsheets offering practical advice for selecting, using and evaluating a broad range of public participation activities.



## **At the conclusion of the Techniques Course, students will have learned:**

- Tools and techniques that can be used at all levels of IAP2's Public Participation Spectrum.
- How to use IAP2's Tools and Techniques Framework to assist in selecting tools appropriate for particular situations.
- How to use various techniques to:
  - Promote awareness by sharing information
  - Gather broad-based feedback
  - Foster meaningful discussion
  - Facilitate agreement
  - Provide effective forums for public discussion.

*"Doug facilitated active discussions that pulled the collective experiences from our class, and combined those with his extensive understanding, to provide a well-rounded perspective of public participation. He held our interest with focused discussions and pertinent group activities. I recommend this course, as presented by The Perspectives Group and Doug Sarno, to anyone involved with public participation, veterans and novices alike."*

- Public participation specialist



the perspectives group

# Registration Form

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Please choose from the following offerings:

The trainer for all courses is Doug Sarno unless otherwise noted.

### Planning for Effective Public Participation ..... \$650.00 (Two-day course)\*

*\*The Planning course is a prerequisite for all other IAP2 training*

\_\_\_\_\_ December 1-2, 2008, Monday-Tuesday

### Effective Communication for Public Participation..... \$325.00

\_\_\_\_\_ December 3, 2008, Wednesday

### Techniques for Public Participation ..... \$650.00 (Two-day course)

\_\_\_\_\_ December 4-5, 2008, Thursday-Friday

TOTAL FEES: \$\_\_\_\_\_

**Please note that classes are from 8:30 a.m. to 5:00 p.m.  
Monday - Thursday, and 8:30 a.m. to 3:00 p.m. on Friday.  
Lunch is on your own at local restaurants and eateries.**

## PAYMENT:

\_\_\_\_\_ Check enclosed or to be mailed  
(payable to The Perspectives Group)

Credit Card (please choose one):

MC Visa AmEx

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**If paying by credit card, please note that a 3%  
surcharge will be added to your total.**

## REGISTRATION:

Please register early as space is limited. Fax this form  
to 703.837.9662 or call 703.837.1197. You will  
receive an email confirmation from The Perspectives  
Group within 24 hours of receipt of registration.

If you do not receive confirmation, please call  
703.837.1197.

## CHANGES:

Once you have registered changes in the course you  
will be taking, or the day you will be attending, will  
result in a \$75 processing fee.

## CANCELLATION:

If you cannot attend, someone may attend in your  
place. If you cancel within 10 days of the course start  
date, or you do not attend without prior notice, your  
payment cannot be refunded.

## GOVERNMENT EMPLOYEES PLEASE NOTE:

Please fax your registration form directly to us at  
703.837.9662, in addition to submitting it to your  
internal payables department.

## TRAINING LOCATION:

**December 1-5 • Location: Crowne Plaza,  
901 North Fairfax, Alexandria, VA 22314**