

STAKEHOLDER CONSULTATION, PUBLIC AWARENESS, AND MEDIA RELATIONS STRATEGIES

ONLINE COURSE

SEPTEMBER 3 — OCTOBER 17, 2008



SIX MODULES OVER SIX WEEKS

COURSE HIGHLIGHTS:

- Learn the latest on how and when to involve stakeholders in government reform policy initiatives (including privatization, PPP, economic, social, and regulatory reform programs)
- Learn how to design, manage, and implement an effective public awareness campaign
- Learn how to develop communication strategies for labor unions and other employee rights groups
- Learn from case study experiences on what makes stakeholder involvement programs succeed or fail
- Develop your own public awareness and stakeholder consultation *Action Plan* to implement on-the-job
- Participate in online group discussions with participants from around the globe
- Take this valuable and pioneering “Stakeholder Consultation” course right from your home or business, on your schedule and at your pace

REGISTER ONLINE!

www.ip3.org

“The ability to effectively communicate with key stakeholders, particularly with labor groups, can either make or break the process of PPP or privatization initiatives.”

*Kathleen Booth
Communications Advisor
IP3*

Course Sponsor



The Institute for
Public-Private Partnerships



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COURSE LEARNING OBJECTIVES

New policy reform initiatives worldwide are under tremendous pressure to demonstrate the intended benefits of their promise to the relevant stakeholders and the public-at-large. This course provides the opportunity to train scores and even hundreds of participants on the key elements necessary for carrying out effective communication plans and strategies for a variety of reform initiatives.

This course contains six modules, each module conducted over a one-week period of time. Participants will be responsible for completing reading assignments, analyzing case studies, actively participating in discussion boards and chat rooms with fellow participants and the course instructor, and completing an action plan.

Participants will need access to a computer with Internet connectivity. Course work is approximately 5-6 hours per module.

COURSE CONTENT

Module I: Key Elements to a Public Awareness Campaign

- Understanding when and how to use communications and public awareness as part of the PPP and privatization strategy
- *ISPE Methodology™* for communications and consultation

Module II: Issue Identification

- Organizing a communications and public relations working group
- The role of the Communications Officer
- Drafting an issue statement

Module III: Stakeholder Mapping

- Identifying primary and secondary stakeholders
- Measuring stakeholders' knowledge, attitudes and practices (KAP)
- Key research tools: interviews, focus groups, and surveys
- Understanding how personal style affects communications

Module IV: Program Development, Implementation, and Evaluation

- Selecting the most appropriate communications channels to reach key stakeholders
- Developing a workplan and pretesting communications materials
- Developing a communications document
- Planning and carrying out activities and special events
- Strategies for utilizing new communications mediums: email campaigns, website development and blogging

Module V: Monitoring and Evaluation

- Developing an M&E (monitoring and evaluation) plan
- Tools for measuring short-, medium-, and long-term program effectiveness
- Developing a budget to support the implementation plan

Module VI: Addressing Specific Issues

- Labor reform and rightsizing
- Public-private partnerships
- Tariffs and user fees

Case Study Analysis and Action Planning Process in every module

WHO SHOULD ATTEND

Government Officials from National Ministries, State Agencies, or Municipal Governments

Officials from PPP, Privatization Units, Investment Agencies or Regulatory Bodies involved with public awareness and media relations

Representatives of Labor Unions, Media, and Other Stakeholder Groups

Communication and Public Relations Specialists

Staff of Bilateral and Multilateral Institutions

DATES & COST

DATES: SEPTEMBER 3-OCTOBER 17, 2008

TUITION: \$750

COURSE CODE: 1822-OL

CEUs EARNED: 3.0 CEUs

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Visit our interactive demo at www.ip3.org/training/t_e_learning.htm! Learn how IP3's online courses can deliver high performance training at very low costs for your organization. See participant testimonials!

INSTITUTE FOR PUBLIC-PRIVATE PARTNERSHIPS (IP3)

The Institute for Public-Private Partnerships, Inc. (IP3) is an international training and consulting firm that focuses on advancing public-private partnership programs and opportunities, regulation operations and management initiatives, and competitive utility management reform in the environmental (waste/sanitation and solid waste), energy, transportation, telecommunications, technology, municipal service, health, and education sectors. Since 1994, we have trained over 25,000 professionals from over 150 countries worldwide.

For More Information and to Register:

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Contact us about Professional Certification Programs!