



### **Strategic Communications Planning for Municipal Leaders**

Communicating with stakeholders (both internal and external) is critical at all levels in municipal organizations, even in everyday business. Using a strategic and deliberative planning process can help to reduce effort and cost, deliver clear and effective messages that meet the needs of both the organization and stakeholders. This workshop will enable participants to work through a systematic and easy-to-use process to develop impactful and purposeful communications products that can be tailored to various audiences - applied to virtually any aspect of municipal government business (day-to-day business, projects, consultation processes, campaigns, crisis management, etc.). Practical examples, interactive discussion, and take-away tools are highlights of this session.

#### What you will learn:

- Appreciate the growing focus and importance of strategic, deliberative, and impactful communications;
- Apply a systematic approach and model to planning and executing communications.
- Identify communication needs of your various stakeholders (stakeholder segmentation and situational analysis);
- Integrate departmental and corporate strategies to streamline and ensure consistency and effectiveness of messaging to intended audiences (external and internal);
- Implement ways to achieve results that help to reinforce and realize your organization's communication goals; and
- Encourage creative thinking and audience engagement in planning communications (e.g. campaigns, etc.).

#### Why attend

The insights gained from this workshop are applicable and transferable to all municipal activities and endeavours. It enables practitioners to apply a strategic approach to plan communications that complements operational plans. It provides a comprehensive and cost-effective way to communicate with all stakeholders about your programs and services across the wide range of municipal endeavours.

#### Who should attend

Department heads, supervisors, portfolio/program and project managers that have communication requirements with internal and/or external stakeholders; people involved with project management; anyone on Boards and Committees and those aspiring to learn and understand more about strategic communications will also benefit from the workshop.

#### About the Trainer

The instructor is a seasoned professional with more than 30 years' of combined private and public sector experience, in Canada and the United States, as well as teaching experience at the university level as adjunct faculty member in the Local Government Program at Western University.