

Make the Change; Council Elections Engagement Training



**Wednesday 3rd March 2021
5.30pm – 7.30pm**

Online Training Session

presented by **Ruth Shepherd**

**Director of Results
Communications Ltd**

This training session will support councils as they prepare for local elections in May 2021, providing insights and tips into how you can engage your community and encourage people to consider becoming a councillor to Make the Change in their community. The course will help you to:

- Understand what you need to do to prepare for the local elections
- Develop your plan to raise awareness about the work of your Council and the role of the Councillor
- Identify how you can share the achievements of your council and projects
- Identify the challenges your council faces in attracting candidates – and how to overcome them
- How you can run activities to engage people – even with COVID-19 restrictions

About the trainer:

Ruth launched Results Communications in 2008 to address a shortfall in the way organisations and communities are engaging with each other, and to support both as they build relationships. She works with communities, local councils, government bodies and private sector clients to improve their engagement and consultation activity, add value to the in-house teams and skills, and drive standards in engagement, consultation and communications.

Cost :

£30 Member per member delegate £60 per non-member delegate

Please place your booking through your clerk.

On-line booking form: <https://www.alcshropshire.co.uk/events/2021/02/26/make-change-councils-election-engagement-training>

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