



## Public Engagement and Community Events Planning

Thursday 23<sup>rd</sup> July 2020, 10.30am – 1pm

*On-line using Zoom*

*Delivered by Mike Deegan*

*Essential guidance to help enhance how Councils engage with parishioners/stakeholders and run more effective events.*

### 10.30 am - 11.30 am Public Engagement

- Developing effective public and stakeholder engagement
- Utilising all relevant communication opportunities
- Raising the profile of your Council's work and role in the community
- Encouraging community participation and enhancing two-way interaction

**30 minute break**

### 12.00pm – 1pm Community Events Planning

- Establishing your goals, objectives and target audience
- Planning events – essential checklist for before, during and after events
- Maximising publicity - utilising the media and effective local promotion

Mike Deegan has extensive experience of developing successful Community Engagement strategies with both a leading Charity and during his seven years as a Parish Councillor in Staffordshire.

**Cost: Member delegate: £30**

**Non-member delegate: £60**

**Please make your booking on-line** [click here](#)

**PLEASE PLACE YOUR BOOKING THROUGH YOUR CLERK**

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