

Making a Beneficial Difference

Training for new Mayors and Deputies

Thursday 3rd June 2021, 5.30pm – 7.30pm

The workshop will be delivered by **Phil O'Brien**
Affiliate Consultant with Link Support Services (UK) Ltd.



Link Support Services is a leading provider of training and coaching support services for Councillors in England and Wales, having been established for 26 years.

They regularly provide 1-1 coaching support from Mayors at Councils across England and Wales (Town, District, Borough, County and City) including elected Mayors.

This 2 hour – lively and interactive session will help to equip you with some of the key knowledge and skills that you will need to ‘survive and thrive’ as first citizen or deputy. The session covers:

- **Potholes and pitfalls:** the key things to avoid, manage and prevent during your mayoral year. How to beneficially build the reputation of the civic office and council
- **The Magic Minute:** How to prepare short speeches for multiple occasions – ‘right first time, on time, every time’ – even when you are told that you don’t need to speak at an event!
- **The virtual Mayor:** tips on attending - and speaking at - virtual Civic Events
- **Media and social media** – helpful hints when the media calls – or if you want to use the virtual world as a communication tool
- **Stresses and strains** – how to stay healthy throughout your term of office and prepare for your life after the mayoralty

Your trainer has spent many years supporting Mayors and Chairs of Council and regularly provides 1-1 coaching support in a range of areas including ‘chairing full council’. Link Support Services is endorsed by the National Association of Civic Officers to provide this course.

Cost to attend: Members £60, Non-members £120

PLEASE PLACE YOUR BOOKING THROUGH YOUR CLERK [online booking here](#)

Shropshire Association of Local Councils, Shirehall, Abbey Foregate, Shrewsbury SY2 6ND

Tel: 01743 252744 Email: alc@shropshire.gov.uk Website: www.alcshropshire.co.uk