

The Liquid Learning Masterclass Series

Communication Officers' Masterclass 2012

Updating Skills to Manage Emerging Risks and Opportunities in a Changing Media World and Complex Stakeholder Economy

This Communication Officers' Masterclass consists of three distinct Masterclass Days that can be taken in any combination, either in one continuous package or as individual components. It is focused on enhancing participant's analytical planning and capacity skills to maintain Public Sector reputation and image particularly in a Social Media paradigm. This Masterclass is a must attend for career focused Communication professionals seeking to further enhance their skills.

MODULE ONE

Managing Increased Public and Stakeholder Expectations in Future Trend Scenarios



EXPERT FACILITATOR:

Jean Shannon Managing Director
Jean Shannon & Associates Pty Ltd

- Identifying Trends in Communications and Stakeholder Expectations in a New Media World
- Prioritising Change to Frameworks to Mitigate Impact on Culture, Skills and Budget
- Outlining Tools, Resources, Techniques to Facilitate Change

MODULE TWO

Developing Strategies for Crisis Prevention and Reputation Protection in a Social Media World



EXPERT FACILITATOR:

Dr Tony Jaques Managing Director
Issue Outcomes Pty Ltd

- Asking Good Questions and Facilitating Stakeholder Consultations
- Identifying Tools and Techniques to Avoid Risk of a Damaged Reputation
- Moving from Reactive to Proactive Public Relations Frameworks and Make a Real Difference

MODULE THREE

Evaluating and Managing Media and Communication Risks within a Complex Real-Time Environment



EXPERT FACILITATOR:

Allan Briggs Managing Director
Allan Briggs Communications

- Identifying Connectivity, Capability and Confidence Risk in a Digital Economy
- Preparing for Risk Management and Mitigation... How will We Know We've got it Right?
- Performing Crisis Management In An Ever Changing Communication Environment



19, 20 & 21 June 2012
Canberra

EARLY BIRD DISCOUNTS

Book & Pay by 21 December 2011 to receive additional Super Saver Discounts!

WHO WILL ATTEND

- Communication Officers
- Communication Managers
- Media Advisors Officers / Managers
- External Relations
- Public Relations
- Marketing, Brand and Reputation
- Communication Project Officers

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development opportunities for professionals

MODULE ONE: 19 June 2012

Managing Increased Public and Stakeholder Expectations in Future Trend Scenarios



EXPERT FACILITATOR:

Jean Shannon Managing Director
Jean Shannon & Associates Pty Ltd

Jean Shannon is an organisational communications expert. She had 13 years in the Commonwealth Public Sector before becoming the managing Director of Jean Shannon and Associates 17 years ago. She held various senior positions in Government including media advisor for a former federal Attorney-General and Director of Corporate Communications in the federal Attorney-General's Department. She continues to have a consultative role in a number of State Government projects specialising in consultation and has been a casual lecturer at the ANU Legal Workshop for Government Legal Practice for over 15 years and was with the Crawford School of Economics and Government

for 7 years. She is a St James Ethics Centre educator and an accredited mediator and conciliator. Her consultancy specialises in strategic reform.

ABOUT THE MODULE:

We talk about citizen-centred governance and working democracy but what does that mean to the consultative processes? What would it look like, when is it appropriate and what are the benefits? How do we manage a 24/7 environment? Sorting information from communication and serving the legitimate stakeholders? Communication Officers are faced with the challenge of adapting to an ever increasing "24 x 7" communication environment. They seek a sense of preparedness to better manage their Communication and Media roles and reputation. This practical workshop will provide a practical toolkit covering:

Defining and prioritising future trend communication and stakeholder expectations

- Revisiting why the change is really necessary
- Clarifying what success would look like
- Identifying practical examples and outcomes

Commissioning a need for change

- Deciding who the legitimate stakeholders are
- Identifying the structural and social impediments
- Understanding this will require a Public Sector policy change

Understanding that requirements are rarely stand alone

- Understanding the magnitude of this change across all government levels
- Realising how changes may impact existing policy, legislation or procedures
- Recognising the need for new tools and skills

Planning for required skills, techniques and tools to enable revised frameworks

- Developing an evolving Communication Officer skill set
- Enlisting, recruiting and communicating change to all stakeholders
- Transition planning – Involving all Communication Officers and stakeholders

Approving communications change

- Preparing change requirements and evaluation checklists
- Identifying and reviewing implementation issues
- Conducting a risk assessment

TEACHING METHOD

This masterclass will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview of the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of subject outcomes and implementation problems

Masterclass participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to address individual questions and concerns.

SUPER SAVER DISCOUNTS

Receive \$400 off registration if you register and pay by 21 December 2011

MODULE TWO: 20 June 2012

Developing Strategies for Crisis Prevention and Reputation Protection in a Social Media World



EXPERT FACILITATOR:

Dr Tony Jaques Managing Director
Issue Outcomes Pty Ltd

Tony Jaques is an internationally recognised authority on issue and crisis management and risk communication who has run conferences and workshops around the world. He has been widely published in leading management and communications journals in Australia, the United States and the UK, and received the prestigious Howard Chase Award for his work in developing global best practice standards for issue management. After beginning his career in journalism in New Zealand and London, he worked as a Ministerial and government agency media advisor before working for over 20 years as Asia Pacific issue and crisis manager for a major American multinational corporation. He now runs his own

speciality consultancy, Issue Outcomes Pty Ltd, and teaches in the Masters programme at RMIT University, where he received his PhD in the field of issue and crisis management.

ABOUT THE MODULE:

Nothing damages reputation faster or deeper than a crisis or an issue mismanaged, and emerging techniques are now offering new tools and processes to protect the reputation of a Government agency. Given that Social Media communication has become almost the norm it is appropriate that Communication Officers acknowledge and have defined strategies to participate and respond to achieve planned, positive outcomes without detriment to existing reputation. This practical workshop provides practical tools presented through an issues management lens, focusing on:

Asking good questions and facilitating stakeholder consultations

- Defining the real problem that needs to be addressed
- Determining the key questions that need to be asked
- Understanding the newly emerging concept of who is a stakeholder

Ensuring the focus really is on reputation risk

- Addressing real problems and not the symptoms
- Understand the context of each situation and ensure full response
- Identify the planned solution which truly impacts the issue being faced

Determining related issues may not be so obvious or well understood

- Building the issue strategy opens up a full spectrum of options
- Ensure alignment of research and strategy to meet valid objectives
- Recognise that some issues are complex and/or intractable and may hinder overall progress

Making process improvements with a singular focus on reputation

- Planning and scoping the research process to enable success
- Identify alternate solutions and use effective tools to determine strategy
- Adopt an integrated approach to validate and cross reference potential solutions

Identifying tools and techniques to avoid the risk of a damaged reputation

- Focusing on new processes that enable managers to manage risk and issues before they escalate
- Acknowledging and including stakeholders and their newly emerging expectations
- Remaining creative while recognising the value of quality process and standards

Moving from reactive to proactive PR frameworks that make a real difference

- Understanding new techniques to identify and prioritise issues
- Identifying where impact is greatest and evaluating progress
- Embedding reference standards to measure best practice benchmarking

MASTERCLASS SCHEDULE

8.30 - 9.00	Registration and Morning Coffee
9.00 - 10.30	Session One
10.30 - 10.50	Morning Tea
10.50 - 12.30	Session Two
12.30 - 1.30	Networking Lunch
1.30 - 3.00	Session Three
3.00 - 3.20	Afternoon Tea
3.20 - 5.00	Session Four
5.00	Close of Masterclass

EARLY BIRD DISCOUNTS

Receive \$200 off registration if you register and pay by 30 April 2012

LIMITED PLACES

Book early to ensure your place!

MODULE THREE: 21 June 2012

Evaluating and Mitigating Media and Communication Risk within a Complex Real-Time Environment



EXPERT FACILITATOR:

Allan Briggs Managing Director
Allan Briggs Communications

As a senior lecturer at RMIT School of Media and Communication and former head of Victoria State Emergency Service Media and Public Relations Unit along with former Sergeant with Victoria Police, emergencies are 'normal' business for Allan. With 16 years experience as an operational police officer and over ten years with the Media and Corporate Communications Department as a Sergeant he attended a wide range of media and public relations events. The recent tragic bushfires required experienced media and public relations officers on scene and Allan was deployed to various locations throughout the event from the fire-front to the Integrated Emergency Coordination Centre. Over the last five years Allan has lectured in the Under Graduate, Graduate Diploma and short courses in Public Relations at RMIT and Deacon Universities.

ABOUT THE MODULE:

Communication Officers ability to manage their reputation risk across new and emerging media environments is becoming an essential skill. Limited time can mean less time to plan for every eventuality and a reliance on common sense / experience to prevail...for better or worse. The social media phenomenon appears to be never-ending, increasing in scope and creating complex communication frameworks. This workshop introduces tried and tested approaches to effectively evaluate risk and manage risk in an increasing fragmented and complex real-time media environment, focusing on:

Establishing the context of critical risk in media and communication scenarios

- Defining the real problems that need to be addressed
- Determining the key elements from a social and stakeholder objectives perspective
- Defining frameworks where risk will most likely to be identified

Identifying connectivity, capability and confidence risk in a digital economy

- Setting parameters to guide on involvement and / or avoidance
- Agreeing decision points on when to reduce (optimise) or mitigate
- Identifying when and where to share (transfer) or retain (accept and budget) risk

Building a crisis plan on a solid foundation that's bulletproof

- Recognising that robust crisis preparation begins well before any issues arise
- Building a crisis plan and communications strategy is built from your Vision, Mission, Values and Ethics
- Building crisis plans and strategy on foundations ensures you and your organisation are as robust as possible

Preparing for risk management and mitigation...How will we know we've got it right?

- Accepting social media (public / other sources) as legitimate communication
- Evaluating your efforts with a focus on how well you removed damage mitigated, and damage caused
- Listening to the public's specific concerns and determine where your priorities lie

Performing risk management and maintaining business continuity

- Determining alternate communication processes to keep business continuity planning
- Performing risk reduction analysis
- Conducting risk evaluation and assessment for communication issues

Performing crisis management in an ever changing communication environment

- Meeting the needs of the appropriate media
- Speaking clearly and with compassion...be honest, frank, and open and linking back to your strategy
- Collaborating with other credible sources

Involving the community and other stakeholders in standards setting and decision making

- Accepting and involving public / and or alternate players as legitimate partners
- Discussing options for risk sharing and outcomes
- Agreeing means to reduce risk severity and avoidance



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Registration Information	Organisation Name																	
	Address								City/Suburb				State		Postcode			
	Title		Full Name or TBA				Title		Full Name or TBA				Title		Full Name or TBA			
	Position				Position				Position									
	Phone				Fax				Phone				Fax					
	Email				Email				Email									
	Please select your modules		MODULE ONE: <input type="checkbox"/> 19 June 2012		MODULE TWO: <input type="checkbox"/> 20 June 2012		MODULE THREE: <input type="checkbox"/> 21 June 2012		Please select your modules		MODULE ONE: <input type="checkbox"/> 19 June 2012		MODULE TWO: <input type="checkbox"/> 20 June 2012		MODULE THREE: <input type="checkbox"/> 21 June 2012			
	Days in total		<input type="text"/>		Sub total incl GST (see rate table below)		<input type="text"/>		Days in total		<input type="text"/>		Sub total incl GST (see rate table below)		<input type="text"/>			

* Please photocopy this form if more than three delegates will attend

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Your Investment	<input type="checkbox"/> Please confirm my registration for The Communication Officers' Masterclass 2012				
	No. #	Options (per person)	Standard Rate	Early Bird Rate*	Super Saver Rate**
	<input type="text"/>	Three Days	\$3195 + GST = (\$3514.50)	\$2995 + GST = (\$3294.50)	\$2795 + GST = (\$3074.50)
	<input type="text"/>	Two Days	\$2295 + GST = (\$2524.50)	\$2095 + GST = (\$2304.50)	N/A
<input type="text"/>	One Day	\$1295 + GST = (\$1424.50)	\$1095 + GST = (\$1204.50)	N/A	
* Receive \$200 off registration if you register and pay by 30 April 2012 ** Receive \$400 off registration if you register and pay by 21 December 2011 Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.					
TOTAL incl GST				<input type="text"/>	
All Prices listed in Australian Dollars					
Group Discounts Available: 4+ people 10% off Standard Rate Conditions: Group Discounts apply to 3 Day bookings, made simultaneously and on one invoice only. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to Super Saver and Early Bird rates. Super Saver Discounts are not applicable to 2 Days or 1 Day bookings.					
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	<input type="checkbox"/> Please invoice me:	Cardholder's Contact Number <input type="text"/>
	Purchase Order No. # <input type="text"/>	Signature <input checked="" type="text"/>
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