

IAP2 Decision Maker Seminar

Seminar Description

This half-day seminar helps decision makers get the best value from a public participation process. The session looks at the foundations of authentic engagement from a decision maker's point of view and offers a perspective on how public participation can be integrated into the overall project plan. It examines the costs and benefits of public participation, discusses when and why to not involve the public in an organizational decision, and emphasizes the importance of both the commitment to the public about your involvement in that decision process. The session also provides an overview of what the decision maker should know about the public participation practitioner's role. It is generally three-four hours in length.

Why is this course important?

The seminar is designed to meet specific learning outcomes and is also an effective platform for discussing organizational goals and strategies relating to community and stakeholder engagement.

What will be discussed?

Decision makers leave this seminar having considered important concepts that relate to risk assessment / management, good governance and public policy to community and stakeholder engagement; specifically, at the conclusion of this seminar, decision makers will have considered:

- ✓ How public participation ties into their decision-making processes
- ✓ When and why to have the public participate in their decisions
- ✓ The decision maker's unique role and commitment
- ✓ Key concepts that must be considered to be effective when involving others

Agenda

- ✓ What is public participation?
- ✓ Why **or why** not to engagement?
- ✓ How staff plan and design engagement
- ✓ Your role in the planning process
- ✓ Summary and evaluation

Engagement Components and Considerations

- ✓ Clarify the decision and decision-making process
- ✓ Impact analysis to develop a full understanding of your stakeholder community
- ✓ Define the appropriate level of public participation
- ✓ Embrace the core values of public participation
- ✓ Design your public participation process, reflecting values and resources
- ✓ Evaluate and adapt, continuously
- ✓ Roles and commitments