



pattillo

Advanced Certificate in Engagement

Anne Pattillo, as an international leader in engagement, worked with IAP2 Australasia and other leading practitioners to create the new Advanced Certificate to meet the contemporary standards for engagement. IAP2 is the internationally recognised professional leader and authority in stakeholder and community engagement.

Who should do the Advanced Certificate?

The Advanced Certificate in Engagement is designed for senior practitioners, leading engagement projects and working on challenging engagement assignments.

The Advanced Certificate is available to anyone who has completed the IAP2 Certificate in Public Participation or the Certificate in Engagement.

Flow

The Advanced Certificate in Engagement is a 5-day Certificate.

To access the Advanced Certificate if you have a Certificate in Public Participation then you first need to complete the **Pathways to Advanced Engagement** module (1 day). The only compulsory module in the Advanced Certificate is the **Strategies for Complex Engagement**. Make up the 5 days of the Certificate choosing from the other modules *Becoming an Engaging Organisation* (2 days); *Engagement Evaluation* (1 day); *Engaging with Influence* (1 day), or *Emotion Outrage and Public Participation* (2 days).



“ Anne Direct ... to secure Anne as your preferred Certificate or Advanced Certificate trainer, then contact Anne directly on (+64 4 4732702) or people@pattillo.co.nz ”

Module descriptions

COMPULSORY

Pathways to Advanced Engagement Practice (1 DAY)

Pathways to Advanced Engagement Practice only required if the participants have completed the IAP2 Certificate in Public Participation and not the IAP2 Australasia Certificate in Engagement.

The Pathways module is a sampler box on new concepts and approaches to public participation and engagement internationally. The contemporary concepts and approaches is based on the strength of the IAP2 foundations. Explore the contextual changes that have created an expanded engagement practice in Australasia and learn new frameworks and concepts in the Certificate of Engagement.

Strategies for Complex Engagement (2 DAYS)

The module will explore the characteristics of complex engagement, the root causes, potential strategies, and the implications of short-term and long-term engagement processes. A thought provoking challenging module, which will challenge and support you to expand your knowledge and stretch your skills.

OPTIONAL 2 DAY MODULES

Building an Engaging Organisation

A common question engagement practitioners and organisations ask is “How do I get my managers and my organisation get serious about engagement?” Building an Engaging Organization is designed specifically for senior practitioners and managers who want to be part of building their organisation commitment and practice. This course has a practical and theoretical focus on how to put Public Participation and community engagement at the heart of its work.

Emotion Outrage and Public Participation

Based on the frameworks developed by IAP2 and the internationally leading risk and crisis communication specialist Dr Peter Sandman, this module is focussed on learning and practicing participant’s identification for outrage and to manage the response to outrage as part of an engagement programme.

OPTIONAL 1 DAY MODULES

Engaging with influence

Engagement starts inside the organisation when we, as engagement practitioners, give advice and build the mandate for engagement. Engaging with influence is focussed on helping practitioners to unlock their potential to engage within their organisations and to build your professional influence.

Engagement Evaluation

Engagement evaluation is focussed on the foundations of assessing the effectiveness and impact of engagement. The workshop was developed by participatory evaluation expert Dr Jess Dart and leading practitioner, Anne Pattillo. This one-day workshop provides a practical exploration of the principles and tools to design an evaluation of public participation and engagement projects or initiatives. You will be able draw on practical examples to convert theory into action.