



# Communicating for Engagement

## CONFIDENCE SERIES

*Moving beyond inform*

This nine-hour online, trainer-facilitated course walks participants through the key steps to develop a communications plan to support their engagement initiatives. The course also provides participants with an understanding of how a communications plan supports engagement promotion, recruitment and reporting. **Participants learn about communications theory and explore tools and processes for effective communications for community engagement.** They understand that behind every effective engagement plan is a compelling communications plan that translates knowledge and information into informed participation.

## TOPICS INCLUDE:

- Understanding different communications practices
- Communications best practices
- Developing a communications plan to support an engagement plan
- Evaluating the effectiveness of your communications plan
- Best practices for reporting back



**Micro credential included.**  
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