



International Association  
for Public Participation

# The IAP2 Certificate Program in Public Participation

For more than a decade, IAP2 has offered diverse, high quality training for public participation practitioners in conjunction with its annual conference. In response to a growing demand from the public participation community, IAP2 developed an official IAP2 Certificate Program In Public Participation to provide beginning through advanced intermediate practitioners a broad-based learning experience covering all of the foundations of public participation. IAP2 training provides useful and effective tools for communicating public participation concepts. Each course is designed to provide the fundamentals of public participation that practitioners from around the world can use to implement customized and effective programs.

IAP2 Training is delivered in two Tiers. Tier I constitutes the IAP2 Certificate Program. Tier II courses address the skills and techniques that are most desired by more advanced practitioners.

## Tier I Courses Lead to a Certificate in Public Participation

Tier I consists of a series of three modules which are presented at IAP2 conferences and other venues throughout the year. Tier I modules are aimed at beginning to intermediate level professionals who wish to master the basics of how to design and deliver a public participation program.

Upon the completion of each Tier I module, students will receive credit from IAP2 recognizing their successful completion of that module. Upon completion of all three modules, students will be awarded a Certificate in Public Participation from IAP2.

### **Tier I modules include:**

1. Planning for Effective Public Participation (two-day course)
2. Effective Communications for Public Participation (one-day course)
3. Techniques for Effective Public Participation (two-day course)

You may take these modules at any IAP2 conference or visit IAP2's Web site for additional locations in your area. Contact IAP2 Headquarters to explore direct training for groups of 15 or more. Planning for Effective Public Participation is a prerequisite for other IAP2 courses.

## Tier II Courses to Address Advanced Topics

Individuals who wish to continue their learning beyond the certificate program and advanced practitioners have the opportunity to take additional IAP2-approved classes. IAP2 is currently working with senior trainers to identify courses that meet our quality standards and provide practitioners with the depth and breadth of knowledge needed to develop effective public participation programs.



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# Planning for Effective Public Participation

This two-day module of the IAP2 Certificate Program provides an introduction to the foundations of effective public participation programs. IAP2 has worked with practitioners from around the world to develop foundational tools that transcend national and cultural boundaries. Even advanced practitioners will find useful tools and techniques to assist in working with the public and clients to establish effective public participation. These tools are presented in an interactive and experiential learning environment that provides students with the opportunity to explore their own public participation challenges with their instructor and peers.

Students use IAP2's Public Participation Spectrum to demonstrate the importance of setting clear objectives and a promise to the public and how to determine the appropriate level of public participation. Other important topics include the practical application of the IAP2 Core Values for Public Participation and using the IAP2 Code of Ethics as a guide to both practitioners and clients.

Each student receives a detailed student workbook as well as a copy of the IAP2 Public Participation Bibliography containing nearly 400 annotated references to the best literature in the field of public participation. Students will apply the IAP2 Foundations of Public Participation to employ a step-wise program to planning and designing public participation programs. Course content includes detailed examples and practical hands-on exercises so participants leave with the tools needed to build realistic public participation programs. Course materials include exercises in using IAP2's five steps for planning effective public participation.

The Planning module focuses on defining the issues for which public participation is required, identifying stakeholders and ensuring their involvement throughout the process. Using IAP2's Spectrum for Public Participation, course participants establish clear and achievable objectives for public participation and a promise to the public. Participants learn how to prepare an organization for conducting public participation and to plan for the timing, techniques, and resources needed to make public participation a success. Emphasis is placed on creating and using continuous feedback and evaluation.

## **At the conclusion of the Planning for Effective Public Participation module, students will have learned:**

- The full scope of planning needed for effective participation, including information, timing, resources, techniques, and roles and responsibilities.
- A variety of ways to identify publics and understand potential impacts of actions.
- How to select the appropriate level of public participation.
- A variety of ways to identify publics and to understand potential impacts of actions.
- How to select the appropriate level of public participation.
- How to set clear, shared objectives for effective participation.
- How to develop a public participation plan.
- How to identify appropriate evaluation tools to measure the effectiveness of public participation programs.

**Note: Planning for Effective Public Participation is a prerequisite for all other IAP2 Public Participation Certificate training.**



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# Effective Communication for Public Participation

This one-day module in IAP2's Certificate Program in Public Participation offers an overview of the communication skills used by public participation practitioners. The course provides an introduction to communication skills and models. It introduces the Principles of Authentic Communications and focuses on tools used to prepare and present information materials in a variety of forms, small and large group interaction models and facilitation essentials.

The 8-hour course is designed as a primer and is suitable for beginning to intermediate level practitioners and those who want a review of basic communication techniques. Interactive exercises and practical tips are used to enliven the basic theory and reference materials presented throughout the day and reinforce skills that participants can put to immediate use. Participants learn the elements needed to prepare communication plans and to practice active listening. They gain an understanding of the essentials of risk communication, making effective written and verbal presentations and working with mass media.

Students get practical experience in applying the skills they've learned in Planning for Effective Public Participation Programs and take home a comprehensive student manual and IAP2's Program Planning Tool. This capstone tool can be used to capture a public participation project's planning, implementing and evaluation information in one easy reference document.

## **At the conclusion of Effective Communications for Public Participation, students will have learned:**

- An understanding of the communication skills needed to support effective public participation.
- An understanding of two-way communication models and how to share information and to elicit feedback.
- An understanding of learning styles and how to incorporate into public participation
- A variety of public participation communication skills and techniques including active listening and empathy, communicating technical information to non-technical people, managing hostile audiences, risk communication, cross-cultural communications and media relations.
- How to use appropriate communication skills, behaviors and tools to support effective public participation.

**Note: The Planning for Effective Public Participation module is a prerequisite for this course**



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# Techniques for Effective Public Participation

This two-day module in IAP2's Certificate Program in Public Participation provides an introduction to a range of practical tools and techniques used at all five levels of IAP2's Public Participation Spectrum. It gives course participants an opportunity to try out or observe a number of specific techniques including World Caf , Interviews, Samoan Circle, Citizens Jury and Advisory Group.

It includes overviews of more than 20 tools and techniques tested and used by public participation practitioners around the globe. The course is designed as a primer and is suitable for beginning to intermediate level practitioners and those who want a review of basic group process techniques. Interactive exercises and practical tips are used to enliven the basic theory and reference materials presented throughout the two-day session and reinforce skills that participants can put to immediate use.

Students learn how to create effective forums for dialogue and how to avoid the many problems encountered in traditional public meetings. Students leave this module armed with a detailed student manual covering the course materials and a packet of IAP2 Tipsheets offering practical advice for selecting, using and evaluating a broad range of public participation activities.

## **At the conclusion of Techniques for Effective Public Participation, students will have learned:**

- Tools and techniques that can be used at all levels of IAP2's Public Participation Spectrum
- How to use IAP2's Tools and Techniques Framework to assist in selecting tools appropriate for particular situations

## **How to use various techniques to:**

- Promote awareness by sharing information
- Gather broad-based feedback
- Foster meaningful discussion
- Facilitate agreement
- Provide effective forums for public discussion

**Note: The Planning for Effective Public Participation module is a prerequisite for this course**