Application for pre-conference training at the annual IAIA Conference for 2015 in Florence, Italy - Tanya Burdett, Essential Planning Ltd

Section 1 - Basic Information

(a) Course title - *Decision Makers course in effective Online Public Participation*

(b) Level - foundation, intermediate or advanced? *Intermediate to advanced, though students and graduates can also learn from this course. This course is tailored at those who have existing experience in the field and want to focus on new skills regarding effective online public participation*

(c) Prerequisites for participants? *An understanding of what makes for good practice public participation and a willingness to apply this to online techniques and social media*

(d) Language of delivery - *English, although IAP2 does have Italian-speaking resources in Italy who may be available to assist with Italian translation*

(e) Duration (1 or 2 days) - *1 day*

(f) Maximum number of participants - *Minimum 10, maximum 25*

(g) Is each participant required to bring his/her own laptop? *No*

(h) Name and contact details of each trainer - *Tanya Burdett, 70 North End Road, West Kensington, LONDON W14 9EP, E.tanyaburdett@essentialplanning.eu T. +44(0)7859010218 / +61(0)408 343447 W.www.essentialplanning.eu*

Section 2 - Course description

(a) Summary of the purpose(s), content and anticipated learning outcomes of the course

IAP2's Public Participation for Decision Makers course helps practitioners and decision makers get the best value from a public process. This course looks at effective foundations in public participation and how these can be integrated into the overall project plan. It builds on the differences between 'on' and 'offline' tools and techniques and stakeholder 'reach'. It examines the costs and benefits of both formats, discusses when and why to involve the public in an organizational decision, and emphasizes the importance of both the decision being made and the promise to the public about their involvement in that decision process. In conclusion, the course will provide an overview of what decision makers should know about the public participation practitioner's role.

To respond directly to the IAIA15 conference theme, we will explore opportunities and benefits of online and social media in impact assessment. The course will draw on case studies developed by the Trainer, based on experience in impact assessment in various sectors.

Uniquely, participants will be asked prior to the training to submit ideas for case studies - successful and ineffective examples. The course will draw out lessons learned from all case studies.

At the conclusion of this course, participants will have learned:
• methods for ensuring effective and well planned and resourced online engagement, reflecting the principles of good practice public participation
• 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, particularly for online engagement and in the use of social media.

(b) Detailed description of the course structure and content

The IAP2 'Decision Makers for Effective Public Participation' course is highly interactive, which makes use of several core elements of effective public participation, and is typically tailored to the participants' background, regardless of their sectoral experience.

The course focuses on defining what effective public participation is, the role of the decision maker in that process, and uses the IAP2 Core Values, Spectrum for Public Participation and Code of Ethics to establish clear and achievable objectives for public participation and a promise to the public.

An overview of the likely agenda follows:

Time	Description	Comments
9:00	Introductions	
9:15	Role Play	Example of what P2 can mean for different stakeholders, and for both online and offline participants in the process
9:30	World cafe	• Question 1 - what do you think of when you hear the words 'public participation' or 'community engagement'? • Question 2 - what do you think when you hear the same words and it refers to 'online engagement' or 'social media'? • Question 3 - are there fundamental differences between public participation practice 'online' and 'offline'? • Question 4 - how can we or your organisation build on what makes for good online P2 practice?
10:15	Course introduction and goals	
10:25	Tea Break	
10:45	Who is the public? How do we reach different 'publics' online?	Group discussion - who is affected by your decisions? Map for the selected case studies/projects, by way of example, and discuss how to reach these using online engagement tools

10:55	Why do public participation? When should we undertake online and/or offline participation?	Risks, Costs, Benefits
		➡ Table discussions - focussing on the selected case studies/project:
		  - what have been the costs associated with working with the community?
		  - what costs might have been incurred if had not worked with them?
		  - what are the benefits of the communities' involvement?
		➡ Are there measurable differences between the online vs offline approaches?
		➡ Wider group report back

11:10	When wouldn't you involve the public?	Discuss in light of case studies/projects and previous discussions. Are there circumstances when online engagement might be more appropriate and the only effective mechanism for engagement?
11:20	6 critical components and principles	Overview of the 6 critical components for effective P2, including reference to the IAP2 Foundations (values-based, decision-oriented, goal-driven).
11:25	1. Decisions and decision making	

Time	Description	Comments
11:30	*Quick decision making exercise*	
11:40	*Defining decisions exercise*	Each table to take one project and define the decision to be made / problem/ opportunity to be addressed, which would be acceptable from a range of stakeholder perspectives. Craft messages for how this should be conveyed in online forums. Group report back and discussion including e.g.what do do when people see the problem differently
12:00	2. Who to involve	Introduce the Orbits of Participation and relate back to the objective and promise on the spectrum, using opening role play discussed in the morning. *Exercise - Each table to take the same project from the previous exercise and outline the key stakeholders / groups, and how to effectively engage them online. This may include people with accessibility issues, people from different cultures, different age groups etc.* *Flip chart and discuss as a broader group.*
12:15	3. Level, objectives, spectrum	Overview including emphasis on the promise *Exercise - in relation to the case studies/projects explored at each table, discuss the level of involvement considered appropriate and why.* *Group report back including discussion on key factors to consider*
12:30	*Spectrum walk exercise*	*This exercise can be transformational for participants' understanding. In relation to the initial role play, undertake spectrum walk:* *1. where the individual expects to be* *2. where the decision-maker expects the individual to be*
12:45	Lunch	
13:30	4. Core values and code of ethics	Overview of core values and ethics for public participation practitioners, and key principles for online engagement
13:50	5. Design process	Overview of the design process
	Designing your own P2 Plan	*Exercise - Each table to take the same project from the previous exercises, piece together the decision statement, decision-making process, key issues, stakeholders, level and associated promise/objectives, and flip chart the key components, including how online engagement will be planned, in detail.* *Post on the sticky wall for wider group discussion*
14:40	Choosing techniques *Exercise - selecting techniques*	Overview of formats for different techniques *Exercise - each table to review the Techniques Tipsheets and think about appropriate online techniques that could be used for respective case studies.* *Group report back and practice of 3 key techniques of interest*
15:15	IAP2 5 steps for P2 Planning	Overview
15:25	Tea Break	
15:45	6. Evaluate and adapt	Overview of material
16:00	Executives' unique role	Reflect on key elements, roles and responsibilities, own roles compared with others particularly in relation to considering content, process, relationship triangle
16:30	Final discussion, summary and evaluation	

(c) Description of materials participants will receive prior to or during the course

IAP2 Decision Makers Manual (approximately 40 pages) and various techniques "tipsheet" handouts, list of participants in training course, information on other modules available in the IAP2 Foundations Program in Public Participation

(d) Description of any technology/equipment required to facilitate this course beyond the usual flip charts and Power Point projectors

Access will be needed to online resources through a central computer and projector for everyone to see. Ideally the room will be set up in an interactive format - numerous round tables with 5-6 participants at each table, such that all can see the large screen projector.

(e) Provisions for pre- and post-conference communication with participants

The trainer will be fully available at the conference for maximum opportunity for contact with course participants. As mentioned above, correspondence with participants prior to the training would be preferable, seeking suggestions for their own online case studies to draw on and discuss in the training. This makes it more real for the participants, and can enhance learning. I also anticipate a pre-meeting, meet-and-greet type arrangement prior to the training commencement.

Section 3 - Qualifications of the trainer(s)

(a) Abridged CV - *please see attached separate document*

(b) History of the course: title(s), number of times, where and to whom it has previously been delivered and evidence of it's success, number of attendees

The IAP2 Certificate in Public Participation has been delivered to over 15,000 participants throughout the world since the late 1990s. The Trainer has delivered IAP2 training to over 300 participants from many diverse organisations and cultures around the world. It is a course developed by practitioners, in consultation with and for practitioners, and is continuously refined and updated. The Decision Makers course is a tailored version of the Planning module of the Certificate, in particular, and as such is bespoke training for each situation. In this case the Decision Makers course will be tailored to suit those who are mostly interested in online engagement. It will draw out the principles of good practice, and compare and contrast these between off and online engagement examples. The Trainer has most recently delivered this decision makers course to around 20 participants from a water authority in rural Victoria, Australia, in June 2014.

Section 4 - Commitment of the trainer(s)

(a) How many times the course has been offered. If applicable, explain the reasons why a course offering has been cancelled - *none*

(b) Earlier approved training courses I have been involved in organising, but where changes in trainers or course structure were amended, and reasons - *On one occasion in delivering training in London in 2011 I needed to attend a few meetings which would clash with a week-long course delivery, and I called on a fellow UK-based trainer (Vikki Hilton) who was available to co-deliver with me for a short period and as back-up. We*

work collaboratively and so similar arrangements can be put in place for this proposal as well.

(c) Level of commitment to give this course at IAIA15, and any circumstances that would cause the course to be cancelled (other than if the minimum enrollment is not reached), or circumstances that would cause the instructor(s) not to be in Florence to offer the course. *Chronic illness with trainer/immediate family, or force majeure*

(d) Back up strategy in the event that the instructor is has to withdraw unexpectedly *I typically work closely with a few other trainers who are aware that I am delivering the training and would be able to step in to deliver it if for some reason I have to withdraw unexpectedly. These are based in both the UK (Vikki Hilton, as mentioned above), and Australia.*

(e) Statement agreeing to provide free instruction to students based on formula described in the "Student Participation" paragraph (ie.2 students per 10-19 paying participants, and 3 for 20+ paying participants). *I concur with this policy and will offer 2 free student placements for every 10-19 participants, and 3-4 free placements for 20+ participants.*

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PROFILE

Tanya has been advising clients on strategic planning, environmental assessment and management, and community engagement strategies for 20 years, contributing directly to successful policy and project outcomes for a range of public and private sector clients. As a Certified Practicing Planner with the Planning Institute of Australia (PIA) and Licensed International Association for Public Participation (IAP2) Trainer, Tanya is also committed to training, capacity building and sharing best practice experience in planning, environmental assessment and public participation across several sectors and across cultures.

EXPERIENCE

DISCIPLINE MANAGER, PRINCIPAL ENVIRONMENTAL & SOCIAL PLANNER, KBR - 2011-CURRENT

Management of a team of specialists and business development in the planning, environmental assessment and community engagement sectors for KBR, in Melbourne, Australia. Some relevant projects include:

- delivery of the IAP2 Public Participation for Decision Makers course for senior managers and executive staff at East Gippsland Water, and the Certificate to over 200 individuals from over 100 other organisations

- development of a Construction Communications and Community Engagement Plan for a tender design of a major new road infrastructure project in Melbourne, Ferrovial Agroman, Samsung, Ghella Pty Ltd JV

- community engagement strategy for Mordialloc Creek Wave Climate Mitigation Study, for Parks Victoria

- social impact advice and community engagement assistance for proposed operational noise mitigation measures, for Regional Rail Link Authority, Victoria

- community consultation, environmental risk assessment and management for the Ichthys LNG Project in Darwin, Northern Territory, as part of the JKC Joint Venture, for Inpex

- community consultation and social impact assessment for a proposed coal mine extension at Newlands, Bowen Basin Queensland, for Xstrata Coal Queensland Pty Ltd

SENIOR LECTURER (PART TIME) IN SPATIAL PLANNING, UNIVERSITY OF WESTMINSTER - 2010-2012

MA in International Planning and Sustainable Development, Urban and Regional Planning, Urban Design, undergraduate property and planning degrees, Foundation Degree in Development Management and Planning.

DIRECTOR, ESSENTIAL PLANNING LIMITED, LONDON, UNITED KINGDOM — 2004-CURRENT

Environmental and social planning consulting services. Consultant to the UK Department of Environment, Food and Rural Affairs, Eventica and M-is (as agents to the Sochi 2014 Winter Olympics Organising Committee, Russia) and ongoing delivery of the IAP2 Training Certificate in Public Participation throughout the European Union (EU) and further afield. This has included hosting the full IAP2 Certificate in London, UK, on four occasions, in Yemen on two occasions, in Kazakhstan, and the Planning Modules in Portugal and Ghana. Tanya is also a member of the Institute of Environmental Management and Assessment EIA Quality Mark Review Panel, and regularly reviews submitted Environmental Statements. Full time contracts held as below since 2004 with HS2 Ltd (2009-2010, as Environmental Manager), CLG (2005-2009 as Senior Environmental Policy Advisor) and Hertfordshire County Council (2004-2005 as Acting Team Leader and Policy Advisor).

COMMUNITY DEVELOPMENT MANAGER, GHD LTD, MELBOURNE, AUSTRALIA — 2003
PROJECT MANAGER, INTERNATIONAL DEVELOPMENT GROUP, GHD LTD, AUSTRALIA — 2000-03
PROJECT MANAGER & PLANNER, GHD LTD, MELBOURNE, AUSTRALIA — 1995-2000
STRATEGIC PLANNER, MELBOURNE CITY COUNCIL, AUSTRALIA — JULY 1995
ASSISTANT TOWN PLANNER, DEPARTMENT OF CONSERVATION & NATURAL RESOURCES, MELBOURNE, AUSTRALIA — JANUARY TO JULY 1994

EDUCATION AND TRAINING

- University of Melbourne, Victoria, Australia — Masters in Environmental Studies (1st Class Honours), 2002

- RMIT University, Melbourne, Victoria, Australia - Bachelor of Applied Science (Planning) (Distinctions), 1995