DELANEY
AND ASSOCIATES INC.

DURABLE SOLUTIONS IN A COMPLICATED WORLD
Celebrating Eighteen Years of Excellence

CERTIFICATE PROGRAM IN PUBLIC PARTICIPATION

2014&2015
Training Brochure
& Course Calendar

The certificate program includes three courses. We start with Planning, a two-day course that is the prerequisite for the others; we follow with the two-day Techniques course, and complete the program with the one-day Communications course. The certificate program is offered during the weeks and in the locations listed below.

Program	Planning	Techniques	Communications	Location
2014				
Certificate	Feb 10-11	Feb 12-13	Feb 14	Toronto
Certificate	Mar 17-18	Mar 19-20	Mar 21	Calgary
Certificate	Apr 28-29	Apr 30-May 1	May 2	Burlington
Foundations	May 26-28	May 29-30		Vancouver
Foundations	Oct 6-8	Oct 9-10		Vancouver
Foundations	Oct 27-29	Oct 30-31		Calgary
Foundations	Nov 17-19	Nov 20-21		Toronto
2015				
Foundations	Feb 2-4	Feb 5-6		Toronto
Foundations	Mar 9-11	Mar 12-13		Calgary
Foundations	Apr 20-22	Apr 23-24		Burlington
Foundations	May 25-27	May 28-29		Vancouver

The Certificate program is under revision. **Details in 2014!**

WHY TAKE THIS PROGRAM?

- Receive a globally recognized, in-demand certificate
- Use state-of-the-art public participation (P2) tools and techniques
- Learn from some of the most experienced P2 professionals in the world
- Engage and connect with other P2 professionals from your community
- Understand the business case for P2 in terms of hard economics and risk management
- Use case studies related directly to your work and field

Register four easy ways:

EMAIL valerie@rmdelaney.com
MAIL 1735 Bellechasse Place, Ottawa, Ontario, K1C 6W4
CALL 613.837.5890
FAX 613.837.2806

iap2 international association for public participation

TAKE ADVANTAGE OF THREE WAYS TO SAVE!
See your registration form

WHY DELANEY AND ASSOCIATES INC.?

- We are a successful family business built on family values: integrity, accountability and mutual support. Staff and colleagues are our friends and members of our extended family. We have been providing quality consulting and training services and products to government, business and the NGO community since 1996.
- Our trainers are amongst the most sought after IAP2 trainers in the world for their P2 experience and training excellence.
- Our approach is to bring together P2 professionals with similar interests and to deliver a program that meets their needs for immediate application.
- We use web-based tools, two weeks before the program, to engage participants, identify issues and interests that will be addressed in the classroom, and provide advance organizers.
- We are proud to enter our fourth year of partnership with Thinkwell Online – the virtual collaboration experts. Thinkwell Online founder, Bruce Smith, provides a virtual classroom prior to each course and supports an online community of practice for Delaney and Associates IAP2 alumni. Our alumni forum is currently **over 800 members** strong.
- Participants are provided with all course materials, and start each day with a complimentary breakfast at our Breakfast Connection Forum.
- Participants are able to access complimentary follow-up coaching, as part of our commitment to growing the profession of public participation.
- Our Corporate Social Responsibility Policy guides our procurement decisions and contributions; for example, we do our best to host our training in community-based – often not-for-profit – venues, dedicated to sustainable development, the environment and community outreach. This has included the Toronto Botanical Gardens, the Canadian Institute for the Blind, the British Columbia Institute of Technology, and the Kahanoff Centre.

WHO SHOULD TAKE THIS PROGRAM?

- Anyone currently working in the field of public participation and stakeholder relations
- Professionals needing to refine and enhance their P2 practice, particularly in the areas of planning, implementation, monitoring and evaluation
- Managers who supervise staff or hire consultants to engage their communities and stakeholders
- Managers seeking to use P2 in support of strategic priorities, such as building partnerships and relationships
- Individuals in any level of government, the private sector, or not-for-profit where public participation plays a role or may play an increasing role in the future

WHY THE IAP2 CERTIFICATE PROGRAM?

The International Association for Public Participation (IAP2) approach to public participation is the industry standard. The IAP2 Certificate Program in Public Participation is intended to provide a broad-based learning experience about the foundations of public participation. Developed in consultation with practitioners from around the world, the training provides useful tools and techniques for designing and implementing effective public participation (P2) programs. The IAP2 fundamentals are then brought into the interactive and engaging Delaney and Associates Inc. learning environment, designed for adult learners keen to maximize their time away from the office. Upon completion of each module, participants receive credit from IAP2 recognizing their successful completion of that module. Upon completion of all three modules, participants are awarded a Certificate in Public Participation from IAP2. More information about the certificate program is available at: **www.IAP2.org** and **www.rmdelaney.com**

MEMBER IAF INTERNATIONAL ASSOCIATION OF FACILITATORS

iap2 international association for public participation

Member 2013 CSTD

PLANNING

This two-day introductory module of the IAP2 Certificate Program in Public Participation provides the fundamentals for effective public participation. Using IAP2's Spectrum for Public Participation, participants learn how to establish clear and achievable objectives for public participation and how to define a "promise" to the public. Participants learn how to prepare their organization for conducting public participation and how to plan for the timing, techniques and resources needed to make public participation a success.

Participants also learn the practical application of IAP2 Core Values of Public Participation, how the IAP2 Code of Ethics applies to both practitioners and clients, and how to use the IAP2 Foundations of Public Participation, in a step-wise approach to plan and design 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. Exercises include using IAP2's five steps for planning effective public participation.

Note: *Planning for Effective Public Participation is a Techniques and Communications prerequisite.*

Participants may complete the certificate program by attending all three courses in a one-week period, or by attending each course separately.

TECHNIQUES

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. Participants try out and observe a number of specific techniques, including World Café, Interviews, Revolving Conversations, Citizens Jury, and Advisory Group. Course content includes overviews of many more tools and techniques, including over three dozen online and social media techniques.

The course is designed as a broad introduction and is suitable for beginning to intermediate level practitioners as well as those who want a review of basic group process techniques. Interactive exercises and practical tips are used to enliven the basic theory and to reinforce skills that participants can put to immediate use. Participants learn how to create effective forums for dialogue and how to avoid the many problems encountered in traditional public meetings. Participants leave this module with a detailed student manual and a packet of IAP2 tip sheets offering practical advice for selecting, using and evaluating a broad range of public participation techniques.

COMMUNICATIONS

This one-day module provides an introduction to communication skills and models, and offers an overview of the communication techniques used by public participation practitioners. It introduces the Principles of Authentic Communication and focuses on a variety of tools used to prepare and present information, small- and large-group interaction models, and facilitation essentials.

This course is designed as a primer and is suitable for those who want a review of basic communication techniques. Interactive exercises and practical tips are used to enliven the basic theory. Reference materials help build skills that participants can put to immediate use. Participants learn how to prepare communication plans and to practice active listening. The module covers the essentials of communicating risk, making effective written and verbal presentations, and working with the media.

EMOTION, OUTRAGE AND PUBLIC PARTICIPATION

Delaney and Associates Inc. now offers the course Emotion, Outrage and Public Participation as organizational and hosted training.

This two-day course combines the best of outrage management and public participation and aims to enhance public participation practice, in the face of emotion or outrage. It is presented by Mr. John Godec, a public participation veteran of over 20 years, understudy of Dr. Peter Sandman, and co-developer of the course. (See John's bio under Your IAP2 Licensed Trainers.)

The Emotion, Outrage and Public Participation course is based on the work of Dr. Peter Sandman and is combined with the International Association for Public Participation's (IAP2) core concepts for meaningful and effective public participation. The course engages adult education principles and uses a variety of instructional techniques, including case studies, video clips, public participation tools and techniques, personal reflection, group discussion and application activities. It helps people think about emotion and plan for it, in order to yield quality public participation outcomes where communities are emotional or outraged and, therefore, not yet at the place where they can participate fully in a public engagement process.

During this two-day course, you will discover:

- Six practical strategies for managing outrage
- New behaviours you can apply immediately
- A new way of thinking about, and analyzing, outrage
- Ideas to plan and implement public participation projects where people are outraged

YOU WILL:

- Develop a common understanding of the foundational concepts and definitions
- Link best practices for public participation with those for outrage and emotion
- Understand the differences (in the goals and ethics) between public participation as practiced by IAP2 and outrage management
- Apply strategies for assessing outrage and addressing it in the public participation context

This is a very interactive course, with lots of opportunity to learn from the trainer and the collective wisdom of the group. Bring your own stories and public participation experience to share with fellow participants.

ADVANCED ENGAGEMENT TRAINING

Advanced Training is public participation training that builds skills in important strategic and operational areas. Both of the courses described below are two-day events and are offered as organizational and hosted training by Delaney and Associates Inc.

Project Management for Productive Engagement: This course builds project management skills and provides numerous management tools to ensure public consultations undertaken by staff or consultants are authentic, meaningful, and on time and budget, and meet the needs of the community / stakeholders and the decision maker. The management tools that are provided empower managers and officers to direct resources through the needs analysis, planning design, implementation and follow-up phases of the engagement cycle, without their direct involvement in the process. This course combines theory and practice and uses lectures, whole-group discussions and small-group work, including case studies.

Facilitating Collaborative Decisions: This course builds confidence to facilitate large and small groups, in a public and stakeholder participation setting. Participants will learn facilitation skills, from seasoned Certified Professional Facilitators (CPF), to calm controversy, expand positive participation, build consensus and move discussion forward. The course learning objectives are achieved through small-group discussion, visual representation, and exercises for practical application of new knowledge and skills.

NEW for 2014!
Strategic Communications for the P2 Professional. Please see our website for details and course offerings.

OUR PHILOSOPHY ON TRAINING

Our approach to training is driven by three key factors: people, results and systems.

People: We understand the principles of adult learning and do more than deliver content. We work with participants to understand their needs and use the materials and the collective experience in the classroom to create a powerful learning opportunity.

Results: We get to know what a successful training session means to participants, in terms of new and refined skills, especially as relates to up-coming or on-going P2 activities. We target these areas to ensure a positive return on investment for scarce training dollars.

Systems: We all work in numerous systems, whether organizations, professional networks, or legal and policy frameworks. These can both confine and empower us. We bring these systems into the classroom, so the P2 skills and tools discussed have meaning and can be applied the very next day.

Our philosophy is that learning is fun and needs to work for participants!
We use lots of energy and positive feedback to make it so.

- The “amazing prize bin” will entice you to share your experiences (good and otherwise).
- Guest speakers – local P2 specialists, academics and sector leaders – will inspire you and add richness to the learning experience.
- Before- and after-class gatherings are great opportunities to build relationships and to network in the P2 community.

APPROACHES TO TRAINING DELIVERY

Not all organizations have the same training needs and constraints; that's why we've developed three ways to deliver training.

PUBLIC TRAINING

These courses are open to the public and tend to have diverse audiences. Various case studies are used.

This is the training you see listed in the schedule on page one of this brochure.

HOSTED TRAINING

Organizations can host public trainings by providing a venue and defining a theme for the training. A customized case study is developed. There are significant financial (and possible revenue-generating) and training benefits for hosting a certificate program.

ORGANIZATIONAL TRAINING

For maximum value, organizations can purchase an organizational certificate program, for all the benefits of hosted training, plus additional cost savings and the flexibility of scheduling training to meet operational needs.

Your hosted or organizational training will be scheduled to fit your needs. This includes the choice to take the certificate program as two sessions, to complete the required five days of training.

Our organizational and hosted training clients receive a free Decision Makers course when run in conjunction with the certificate program. You pay only the IAP2 royalty charge.

Please contact us for more information about hosted and organizational training.

RICHARD DELANEY

Richard Delaney is President of Delaney and Associates Inc. and co-founder of the Canadian Institute for Public Engagement. During his eighteen-year career with government, Richard was a public participation professional for Public Works and Government Services Canada, Transport Canada and the Department of National Defence. He held senior management positions directing the land management and environmental assessment programmes of large federal programmes, including the public participation and stakeholder relations functions. His work with Transport Canada, during commercialization of the national transportation system, was a pivotal experience in his career, after which he decided to focus on community and stakeholder engagement full time. As an engagement specialist, since 1996, Richard has designed, planned and undertaken over 250 stakeholder and public engagement projects, specializing in the areas of energy, environmental management, sustainable development, and health. He is known for his expertise in supporting science-based regulatory, policy and program decisions and for successfully engaging Aboriginal Peoples, government and corporate stakeholders, and citizens, in collaborative decision making.

Richard is an IAF Certified Professional Facilitator (CPF) and holds certificates in National Issues Forum Moderation, Post-Disaster Facilitation and Public Participation. He obtained a Masters in Public Policy and Administration from Carleton University, in Ottawa, and a diploma in Forest Management from Sandford Fleming, in Peterborough, Ontario. He lectures on “The Culture of Consultation” © and continues to conduct research on the drivers and barriers behind the culture of consultation. A talented and much sought-after trainer, Richard has delivered IAP2 training to over 700 people and proprietary training to many more.

GARY WILLSON

Gary Willson has 30+ years experience in community-based environmental planning; design, development, and implementation of stakeholder involvement programs; environmental/social impact assessments; and regulatory affairs. He has worked on highly contentious projects for siting hazardous waste management facilities, preparing land use and recreation plans, developing flood control and watershed management plans, and conducting impact assessments for the oil and gas industry. Gary is also an Alberta Planner and member of the Canadian Institute of Planners executive.

JOHN GODEC

John Godec is president of Godec, Randall & Associates Inc., which provides consulting and training services to business and government in high-stakes communication, consensus, crisis, conflict resolution and public involvement. He is an International Association of Facilitators (IAF) Certified Professional Facilitator (CPF), one of the original developers of the International Association for Public Participation (IAP2) Certificate training course, a developer of the IAP2 Emotion, Outrage and Public Participation course with Dr. Peter Sandman, and U.S. Board Director for IAP2. John is a roster member of the U.S. Institute for Environmental Conflict Resolution, and helped develop a risk and emergency communication protocol for the National Governors Association in the United States. He has trained thousands of students, managed nearly 400 complex global projects, been interviewed by national and international news media, and lectured at ASU, U of A, Indiana University, University of Denver, University of Texas, and at the Queensland University of Technology in Brisbane. He is the past Communications Director of the Arizona Department of Environmental Quality and the former Director of Issues and Crisis Management for Motorola Corporation.

2013 HONOUR ROLL

Aboriginal Affairs and Northern Development Canada - Affaires Autochtones et Développement du Nord
Aboriginal Affairs and Northern Development Canada - Alberta Region
Atomic Energy of Canada Limited
Canadian Environmental Assessment Agency
Citizenship and Immigration Canada
Health Canada - Ontario Region
Parks Canada
Transport Canada

Alberta Environment and Sustainable Resource Development
Alberta Health Services
British Columbia Ministry of Finance – Financial Institutions Commission
British Columbia Ministry of Health – Health Link
eHealth Ontario
ImpactBC
Ontario Ministry of Community and Social Services
Ontario Ministry of Finance
South Coast British Columbia Transportation Authority (Translink)

City of Abbotsford
City of Burlington
City of Calgary
City of Guelph
City of Kitchener
City of Mississauga
City of Pickering
City of Port Moody
City of Waterloo
Civil Parish Agualva-Sintra - Portugal
County of Bruce
Halton Hills Public Library
Lacombe County
Metro Vancouver
Pickering Public Library
Port Metro Vancouver
Regional Municipality of Halton
Toronto and Region Conservation
Town of Amherstburg
Town of Halton Hills

BC Hydro
Capital Power Corporation
ConocoPhillips Canada
Enbridge Pipelines Inc
Hydro One Networks Inc
National Energy Board
Newalta
Northwest Energy Efficiency Alliance
Penn West Exploration
Spectra Energy
Stantec Inc
Suncor Energy Services Inc
TransCanada Corporation

Canadian Blood Services
Canadian Mental Health Association Halton Region Branch
Cancer Care Ontario
Grand River Hospital
Ontario LHINs (Central, Hamilton/Niagara/Haldimand Brant, Mississauga/Halton, North West, South East, South West)

Calgary Catholic School District
Royal Roads University
University of British Columbia

Clark Marketing Communications
Creative Resolutions Inc
CrossPoint Strategies
Global Public Affairs Inc
Golder Associates Ltd
IPAC-CO2 Research Inc
INUPLAN A/S
KimberRaf Consulting
O2 Planning + Design Inc
PRR, Inc
Rockendale & Associates
Sierra Systems Group Inc
Urban Systems
Transfert Environment and Society

Attainable Homes Calgary Corp
Calgary Corporate Challenge
David Suzuki Foundation
E4C
Foundation for Democratic Advancement
Housing Strategies Inc
Law Society of Upper Canada
Mikisew Cree Nation
New Climate Strategies
Public Participation for Sustainable Development – Mongolia

Registration Form

DELANEY AND ASSOCIATES INC.

DURABLE SOLUTIONS IN A COMPLICATED WORLD
Celebrating Eighteen Years of Excellence

NAME: *to appear on your certificate(s)* **POSITION:**

ORGANIZATION:

MAILING ADDRESS:

CITY: **PROVINCE:** **POSTAL CODE:**

EMAIL ADDRESS: **PHONE:**

PLEASE SPECIFY COURSE, LOCATION AND DATE:

Meet fellow participants over breakfast and coffee every morning before class at our **BREAKFAST CONNECTION FORUM**

Spend quality time with one of Canada's most engaging and experienced P2 professionals, for **ONE-ON-ONE LEARNING** *and* **FOLLOW-UP COACHING**

Stay connected. Join our online community of practice of over **800** *D&A Inc. alumni.*

Discounts for Certificate Program

PLEASE CHECK THE DISCOUNTS THAT APPLY TO YOU:

☐ **5% FULL CERTIFICATE** *(you are enrolling for all five days of Planning, Techniques & Communications)*

☐ **5% EARLY BIRD** *(registration must be received more than 30 days before the course start date)*

☐ **5% THREE OR MORE FROM SAME ORGANIZATION** *(registrations must be submitted at the same time)*

TOTAL DISCOUNTS **OR PROMO CODE**

Courses

PLEASE CHECK THE COURSE(S) YOU WILL BE TAKING:

☐ **PLANNING** *(two days)* $820 ☐ **TECHNIQUES** *(two days)* $820 ☐ **COMMUNICATIONS** *(one day)* $470 ☐ **FULL CERTIFICATE** *(five days)* $2,110

TOTAL **TOTAL DISCOUNT** **TOTAL AFTER DISCOUNT**

☐ **EMOTION, OUTRAGE & PUBLIC PARTICIPATION** *(two days)* $820 *(no discounts)*

PRE-GST/HST TOTAL **GST/HST** *(now calculate GST/HST on the total and put GST/HST here)* »

NOTE: *Please calculate the applicable* GST *or* HST *for the province in which the course is being held.*

If your organization is exempt from paying GST *or* HST*, please provide the exemption #:*

GRAND TOTAL

How to Pay

NOTE: *You must provide a credit card number to reserve your training, regardless of payment option.*

☐ **MASTERCARD** ☐ **VISA** **CARD NUMBER** **EXP. DATE**

CARDHOLDER NAME **SIGNATURE**

CARDHOLDER MAILING ADDRESS

CARDHOLDER EMAIL

NOTE: *Credit charges on your statement will appear as Delaney and Associates Inc.*

PURCHASE ORDER ATTACHED. PO NUMBER

The Details

PLEASE INDICATE ANY ACCESSIBILITY OR DIETARY SPECIAL NEEDS:

COURSE HOURS: *Courses begin at 8a.m. with a continental breakfast, and classes begin at 8:30a.m. and end at 4:30p.m. There is a 20-minute break in the morning and in the afternoon. Lunches are not provided.* **COURSE VENUE:** *Venue details will be provided with the course primer, approximately two weeks before the course. Class Size: Our courses have limited enrollment to ensure the most dynamic and practical learning opportunity possible.* **CANCELLATION & SUBSTITUTIONS POLICY:** *Cancellations received up to two weeks before the course are refundable, less a 10% service charge. After that, cancellations are subject to the entire course fee, which can be applied to future courses, within 12 months, less 10% service charge (i.e. 90% credit). Non-attendance, without cancellation, is subject to full payment. Substitutions may be made at anytime, subject to possible prerequisite courses. Please notify the course convenor of any substitutions. We reserve the right to reschedule or cancel a course within two weeks of a start date, due to insufficient registration.* **PAYMENT:** *Course registration is confirmed upon receipt of payment. Full payment is due two weeks prior to course commencement. Discounts: Changes to registration/attendance may require price adjustments.* **NOTE:** *For those participants not registering for the IAP2 planning course, this registration is your confirmation that you have completed the planning course.*

Submit your registration four easy ways:

EMAIL valerie@rmdelaney.com **CALL** 613.837.5890 **FAX** 613.837.2806 **MAIL** 1735 Bellechasse Pl., Ottawa ON, K1C 6W4