Public Engagement: The Vital Leadership Skill in Difficult Times
Wednesday, May 15, 2019

Questions for Reflection (IN ADVANCE)

- How has your view of public engagement shifted over the course of your career in local government?
- In what ways does the community you serve look different than it did 30 years ago? In what ways has it remained the same? (demographically, urban/rural shifts, key industries, political views)
- What is one local issue that you think could benefit from good public engagement?
- What would you or your colleagues identify as some of the barriers to, or legitimate fears of public engagement around this issue?

8:30 – 9:00 am Registration Opens

9:00 am – 9:30 am Welcome, Introductions and Overview
- course overview/ agenda/ logistics
- key objectives/ takeaways
- introductions

9:30 – 10:30 am Why Public Engagement? Why Now?
- key drivers of the need for good engagement
- overcoming engagement anxiety
- the engagement education gap

10:30 – 10:45 am Break

10:45 am – 12 pm A New Public Engagement Outlook
- matching Process to Purpose
- new identities for Government and Residents
- new lenses: thinking like a facilitator, marketer, participant

12:00 – 12:45 pm Lunch

12:45 – 1:45 pm Reconvene
- Case Stories
- Becoming a success story

1:45 – 2:30 Peer Learning Workshop: Plotting Your Public Engagement Course

2:30 – 2:45 Break

2:45 – 4 pm Full Group Workshop: Implementing Public Engagement as a Leadership Skill

4:00 PM Evaluation and Adjourn