



Title of the workshop: Effective Citizen Engagement and Public Consultations

Description of the workshop:

One of the dominant trends of the past decade in municipal government has been the increasing prevalence of public consultation and citizen engagement. Citizens increasingly expect that major corporate initiatives will be accompanied by some form of consultation, and municipal governments have been forced to adapt their engagement techniques to adapt. This workshop will focus on understanding the causes of this trend, and review some of the major tools available for public consultation and citizen engagement. Special emphasis will be placed on the design and evaluation of citizen engagement, with a focus on identifying and understanding the needs of a particular project and designing a public consultation strategy that aligns with those needs.

What you will learn:

At the end of this workshop, participants will:

- Understand different tools used for public consultation and their respective strengths
- Understand the difference between consultation and engagement
- Know how to design an engagement activity that aligns with a particular project
- Be familiar with several examples of successful engagement campaigns
- Understand how to evaluate consultation and engagement exercises

Why attend:

Although voter turnout is declining at all levels of government, citizens increasingly expect that they will have a voice in the projects and policies that shape their community. The advent of online tools for engagement has strengthened this trend. Ongoing citizen engagement is required for the decisions of municipal government to remain relevant and legitimate. This workshop features some of the tools that can be used to reach out and engage citizens.

Who should attend: All municipal employees would benefit from this workshop, particularly those who work on public facing corporate projects.