

# CONSTITUENCY COMMUNITY COMMUNICATIONS

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## SERIES

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### STAYING IN TOUCH WITH YOUR CONSTITUENTS ALL YEAR ROUND...

#### PART ONE

Understanding, networking, consulting and communicating repeatedly on relevant local community and national issues are all fundamental ingredients to being an outstanding parliamentary representative. Regular communication and visibility within your constituency is a vital part of all that. As the elected incumbent it is your duty to represent every single one of your constituents all year round. One key element of that representation is to stay in touch and create a regular two-way dialogue with local people.

This course is divided into three separate parts with this being the first of those three integrated segments. Aimed at all Members of Parliament, and their parliamentary staff, whatever type of constituency they represent whether it be rural, suburban or urban – looking after people's concerns and helping to address their key issues is vital to being a first class Member of Parliament.

#### WHY LEARN WITH COLLEGE GREEN GROUP?

The focus of our courses is experiential learning and to ensure that you get to do in class what you need to do in the real world. We teach you which of those toolsets to use and in which situation.

#### COURSE PRICE

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£395 + VAT

#### COURSE DURATION

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1 day

To book a course please call 0207 776 9009

[www.collegegreengroup.academy](http://www.collegegreengroup.academy) College Green Group



# COURSE BENEFITS

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This course focusses primarily on local written communication with all your constituents. There is helpful expert advice of how to draft literature, how to brand it attractively, the type of print to use and how to make the content relevant to those who read it.

There are many forms of literature based publicity and each has its advantages and its negatives. The bottom line is that this is a medium that is far too often over-looked by incumbents, and yet it still has a massive part to play in staying in touch with your residents. Come and join us and ensure that you are recognised as one of the key opinion formers locally – as well as someone that people can turn to when in need of help.

## KEY AREAS COVERED

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- Hints on drafting effective literature
- Consideration of the types of communications
- Advice on how to design your communications
- The uses and advantages of Surveys
- How to utilise petitions for the good of the community
- Creating a Quarterly or Annual Report
- The benefits of tabloid newspaper production
- The importance and deployment of newsletters
- Advertising and sponsorship
- Contact cards and welcoming new residents

## COURSE OBJECTIVES

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- Ensure you are communicating via every means possible. Not just via the easiest method
- Create a genuine two-way vehicle for staying in touch with local views
- Make sure that your literature is read and not put straight into the bin
- Provide comfort that, even if a person's political views are different to your own, they will always feel confident seeking your help. That can only come via building trust through regular communication



### RICHARD MURPHY

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Richard has over thirty years experience in grassroots parliamentary voluntary community organising, campaigning and fundraising.



# WORKSHOP AGENDA

## CONSTITUENCY COMMUNITY COMMUNICATIONS

### PART ONE

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9.00am	Welcome, introductions and background briefing
9.15am	Studying the various types of communications publicity available; considerations for design and presentation
11.15am	Coffee
11.30am	How to use Surveys and Petitions to help you and your community
1.00pm	Lunch
1.45pm	Why Newsletters, Annual Reports and Tabloid Newspapers are so effective and how they should be deployed ... and when!
3.15pm	Coffee
3.30pm	The benefits of advertising and sponsorship within your communications armoury
4.15pm	'All about' Contact/Calling Cards and welcoming new residents
4.45pm	Final questions and conclusion
5.00pm	Close of workshop

Pre-Course modules are available for all political courses to bring you up to speed or perfect your knowledge to ensure we all start the course with the same background skill sets and to ensure courses are suitable for those with varied experience.

Please note that, in addition to a lecture format, this Course will involve frequent attendee participation, discussion, group presentation and feedback.

