

Introduction to Public Affairs

10.00 Welcome and Introductions

10.30 What is Public Affairs?

Participants will look at what we mean by Public Affairs.

- What does this mean?
- How else is it known?
- Who do we mean?

Learning outcome – to build an understanding of public affairs as part of the wider communications industry, the backgrounds of practitioners and other ways of talking about it.

10:45 Improving your political radar using the tools of the trade

The everyday, essential sources of information participants need to stay up to date and to inform their public affairs work.

Learning outcome – to deepen participants' understanding of the role and purpose of public affairs in UK democracy, understand what a public affairs professional does and to be able to establish a public affairs radar in their own jobs.

11.30 Understanding and influencing the political process

Participants will look at some of the everyday Parliamentary procedures that they can use as part of their influencing work. They will learn how Parliament runs these procedures and, importantly, how they can be influenced. They will consider:

- Parliamentary Questions
- Early Day Motions

Learning outcome – to understand some of the quicker and easier channels for influence that exist in Parliament and how participants can use them to achieve public affairs outcomes.

13:00 Lunch break

13:45 Understanding and influencing the political process – continued

- Debates
- All Party Parliamentary Groups

15:00 Coffee break

15:15 Monitoring your public affairs work

Participants will look at different ways of monitoring public affairs impact, and the challenges in doing so.

Learning outcome: For participants to be able to understand and be able to apply desired outcomes to their public affairs planning.

16:00 Moving forward in public affairs

Where to find best practice, industry news, jobs, networking, case studies and further reading. Also, a note on regulation, ethics and professional associations.

Learning outcome: For participants to be able to use further resources and networking to keep updated with best practice in public affairs. For those interested in public affairs careers development, to be fully equipped to find future opportunities.

16:15 Summaries and close