

Introduction to Public Affairs

09:30 **Welcome and Introductions**

09:45 **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?
- 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.

10:15 **Understanding and influencing the political process 1 - overview**

Participants will look at our current political environment, how our institutions interact, what their role is and how public affairs professionals can work with them. They will consider:

- Influencing policy
- House of Commons
- House of Lords
- Think tanks, media, campaigns

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.

11:30 **Refreshment Break**

11:45 **Understanding and influencing the political process 1 – overview (continued)**

13:00 **Lunch Break**

14:00 **Understanding and influencing the political process 2 – in deeper**

Participants will look in more depth at how public affairs can be used to influence two key processes/institutions – Select Committees and legislation.

Learning outcome - to deepen participants' understanding of two of the more involved channels with which public affairs practitioners work – including the risks posed - and how they can be used to achieve public affairs outcomes.

15:00 Planning to influence – your public affairs strategy

Successful influencing is well planned and well-pitched. Participants will look at:

- Planning your campaign or strategy
- Understanding your audience
- Building an influential argument
- Getting past the gatekeepers
- In the meeting

Learning outcome: To enable practitioners to be able to put together the building blocks of a public affairs plan, whether this is an ongoing strategy designed to meet their organisation's general objectives or planning for a specific campaign.

16:00 Refreshment Break

16:15 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.

16:30 Moving forward in public affairs

Where to find best practice, industry news, jobs, networking and further reading.

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.

This will also be a good time for participants to receive support and advice on

their own public affairs work, and how they might take public affairs forward in their own organisations.

17:00

Close