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 – Part 1**

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:

* Parliamentary Questions
* Early Day Motions
* Debates
* All Party Parliamentary Groups

*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**

**14:00 Understanding and influencing the political process - Part 2**

Participants will look in more depth at how public affairs can be used to influence two key processes:

* Select Committees
* 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.*

**15:15 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.*

**15:30 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.*

**16:00 Close**