

Councillor Communication Skills Programme

This programme has been specially developed for Epping Forest Direct Council Members, who want to develop their communication profile.

The session is divided into two main elements: understanding and using social media and speaking in public.

Programme Objectives

By the end of the programme, Councillors will be able to:

- Identify the strengths and weaknesses of major social media channels
- Work within the major do's and don'ts of social media
- Find and target an audience
- Build a 'brand' across platforms
- Manage trolls and keyboard warriors
- Structure verbal information for flow and understanding
- Speak with confidence and gravitas
- Use positive non-verbal communication to reinforce key messages.

Additional Information:

This is a highly practical half-day which will add value to participants' existing knowledge and expertise.

There will be opportunities for some modest public speaking practise in the latter part of the session for those attendees who wish to participate.

Full workbooks will be provided.

