



Forum seminars are low cost, two hour, one-off events. They offer a great way for you to get an intense injection of knowledge when time and/or budgets are scarce.

They have no frills. There are no interactive exercises; no workbooks; and no breaks for refreshments or lunch. They are all business. Two solid hours of lecture and discussion on a very specific topic.

Forum seminars are one-off events. You should assume that they are not going to be repeated.

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Local Authority Publicity and The Law

A one-off two-hour seminar on the ins and outs of the Government's Code of Recommended Practice for Local Authority Publicity and for use of the social media.

This is a vital guide to help ensure that council communications officers don't fall foul of the law, particularly in the "purdah" period before an election.

This seminar can also be delivered in-house, solely for your organisation or jointly with other councils.

Council communications are, necessarily, heavily circumscribed by legislation and codes of practice to separate politics from administration. This becomes particularly sensitive in the run-up to an election. The arrival of the social media has brought further challenges, so it is vital that press officers are bang up-to-date.

In these two hours you get a comprehensive review of current legislation, as well as the Government's Code of Recommended Practice for Local Authority Publicity and use of the social media. You hear which areas of PR and communications it affects and what you can and can't do. You discuss the do's and don'ts of publicity in the "purdah" period of the run-up to an election.

The seminar also addresses how to keep politicians onside, understanding when you might need to say 'no' to publicity requests, why you need to and how to do it nicely, maintaining a professional relationship. You debate the role of councillors as community leaders. You see how to make the most of your media protocols. And you get a summary of other aspects of the law governing your job.

At the Business Design Centre

Tea/coffee is provided on arrival, but as there are no refreshments during the seminar (apart from the water cooler in the training room), delegates may want to make use of the Business Design Centre's food court.

Here you can buy lunches, sandwiches, pastries, snacks, and soft drinks and choose from a range of Starbucks-style coffees and teas. Apart from hot lunches, these are all available to take away. You are welcome to bring your food and drinks into the training room.

The food court is located on the top floor of the Business Design Centre. An escalator from the main entrance will take you there. If you are in any doubt, ask for directions at the concierge desk where you check in for your name badge.

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