

2022 Programme

The Communicators Course (APC series)

and

The Communicators Strategic Course (APS series)

Operated by **PolComm Training and Development Ltd**



in association with



www.pctd.org.uk

Communicators Course

APC Series | Five nights residential

The APC series of courses is designed for those recently appointed into police communicator roles or to posts in the criminal justice arena. The course is continuously updated and those in post for some time will also benefit from the experience.

Arrival on this course is late on Sunday afternoon and after an introductory session there will be a presentation before supper. For the rest of the week until lunchtime on Friday there is a range of presentations and practical sessions, designed to be relevant to professionals dealing with media and communications issues in a law enforcement or criminal justice environment.

The course has the reputation of being a *‘two-week course crammed into one’* and in addition to the formal learning it is an invaluable opportunity to make new contacts with colleagues in similar roles. Each course is adjusted to reflect the feedback from the previous course and also examine the way the media was dealt with in a number of high-profile cases.

With up to thirty learning sessions squeezed into the time with us there is little leisure time. But without exception everyone returns home with a group of new like-minded friends and exhausted from a full-on week of experiential learning.

The comments quoted in this flier are extracted from the feedback from the most recent courses we have operated.



PolComm Training & Development
operate these courses in association
with APComm – the national
Association of Police Communicators.



Each course will only operate if enough registrations are received to make it viable and a decision will be made, at the latest, one month prior to the course start date.

SCHEDULE

The operation of these residential courses will be dependent upon any Covid-related regulations which are current at the time.

2022

APC3: Sunday 13th – Friday 18th March

(register by 13th February)

APC4: Sunday 25th – Friday 30th September

(register by 25th August)

Cost: £2225 (excl VAT)

Includes full board accommodation, instruction and support materials

Subjects include: Dealing with SIOs on murders and other major incidents | media law | dealing with the relatives of victims and the victims themselves | numerous case studies from major incidents | social media | broadcast interview techniques

**PROVISIONAL REGISTRATIONS FOR THESE COURSES CAN BE MADE BY
EMAILING: info@pctd.org.uk | VISIT: www.pctd.org.uk**

Feedback from the APC 1 course which took place in June 2021

What a wonderful course full of learning, sharing and networking

Incredibly valuable course with brilliant sessions and fantastic speakers

Intense, super useful course which lived up to expectations

Fantastic course – I feel so much more prepared for a major incident

Have learned a huge amount on how to work with SIOs and FLOs

Jam-packed with useful tips and advice

The course has been immensely beneficial to me as a new comms officer

The calibre of speakers was absolutely fantastic with so much knowledge & professionalism

I got so much from the course even though I've worked in police comms for eleven years

The course was fantastic and I have learned something new from each presentation

I was thinking I didn't have a future in police comms but this course has changed my mind ...

It was a brilliant course and I was sad to come home at the end of it – it inspired me and reminded me why we do the job we do ...

Thank you for everything – it was a brilliant week with some fantastic talks and invaluable information. I wish I could come back and do it again!

**To view the most recent brochure for the course go to:
www.pctd.org.uk**

Communicators Strategic Course

APS Series | Three nights residential

... a development course for police communicators and senior police officers

Although this course is ideal for developing police communicators with a few years experience in the specialism, we also believe police officers of inspector rank or above would benefit from the range of presentations and practical sessions. The combination of a number of criminal cases where the way the media were dealt with played a crucial part, a session on media law, the day-long session on developing a crisis strategy and a thread running through the course which culminates in a robust television interview, provides an invaluable experience for police communicators and senior police officers.

Arrival is scheduled with lunch on the first day and concludes with lunch on the fourth day.

Content will Include:

- ◆ Two case studies of relevant major incidents and the strategies adopted to deal with them
- ◆ Advanced refresher media law session
- ◆ Critical incident exercise
- ◆ Developing a media strategy for a crisis
- ◆ Reputational crisis exercise

OPTIONAL ADD-ON FOLLOWING THE APS4 COURSE IN MARCH 2022

Agile Skills, Mindset and Tools for Communications Leaders

In this additional strategic course module Scott Fulton, formerly digital lead at Avon & Somerset, will share the techniques he used within Avon & Somerset to lead his team to high performance, high staff retention levels and continual delivery of positive, measurable impact for citizens and employees. Organisations are increasingly realising these are the ways of working required to stay sane and competitive in a rapidly changing digital world.

Full details and cost of the add-on sessions can be found at the back of this flier and on our website.

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SCHEDULE

2022

APS4: Monday 21st – Thursday 24th March

(register by 21st February)

APS5: Monday 19th – Thursday 22nd September

(register by 19th August)

Cost: £1375 (excl VAT)

Includes full board accommodation, instruction and support materials

APS4 ADD ON: AGILE SKILLS, MINDSET, AND TOOLS FOR COMMUNICATION LEADERS

(From 1300 Thursday 24th to 1230 Friday 25th March 2021)

Cost: £495 (excl VAT) - register by 20th February

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EMAILING: info@pctd.org.uk | VISIT: www.pctd.org.uk**

Feedback from APS 1 which took place in June 2021

*Pushed everyone out of their comfort zones, me included
– really beneficial ...*

This is the best course I've been on ...

Great content, great real life experiences and genuine reflection on learnings. A real honest space which is refreshing! ...

*Sometimes comms courses don't have the balance with internal and external content but this definitely did
– thank you!*

Job well done – would highly recommend ...

I really enjoyed it – I'm shattered!

I had high expectations and these were exceeded ...

I've worked in police comms for seven years and I still learned lots ...

... a fantastic course – highly recommended and worth the wait ...

... great course, really well organised and very relevant to our work ...

I felt the organisers did a brilliant job bearing in mind Covid – it just felt like normal ...

It hit the right balance between friendly & comfortable and a fast-paced learning environment

All the sessions were expertly delivered with real passion and heart – highly recommend ...

The course has been brilliant in showcasing methods and techniques for thinking strategically

A great few days; took a lot away from it and would definitely recommend to others ...

NEW COURSE – FIRST OFFER

This course is offered either as an add-on to the APS 4 course or stand alone. It will be led and run by Scott Fulton, former Head of Digital at Avon & Somerset Police.

From 1300 Thursday 24th March to 1230 Friday 25th March 2021

AGILE SKILLS, MINDSET, AND TOOLS FOR COMMUNICATION LEADERS

In this new strategic course module, Scott will share the techniques he used within Avon and Somerset to lead his team to high performance, high staff retention levels and continual delivery of positive measurable impact for citizens and employees. Organisations are increasingly realising these are the ways of working required to stay sane and competitive in a rapidly changing digital world.

As a communications leader, these skills and techniques will help you and your teams to be resilient, flexible, motivated, and highly effective

Thursday PM - Skills and mindset

1. Prioritise: How to cut through the noise and multiple demands on your time to always focus on the highest value work, minimise work in progress, make an impact and reap the rewards.

How to be transparent in what you do, increase collaborative problem solving and improve trust from colleagues

2. Flow: How to get into a steady state of continual delivery of value and avoiding big spikes that lead to stress, burnout and high staff turnover.

How to welcome change as an opportunity instead of a threat.

3. Evolve: The importance of testing assumptions, learning what works and avoiding wasting time and effort on dead ends.

How to continually improve, learn, upskill yourself and your team.

Friday AM - Tools to support your new-found Agility

1. Getting the best from Microsoft teams and planner. How to organise and plan your team and individual activities

2. Become a OneNote ninja. How to get fully organised and find what you need when you need it

3. Discussion and next steps. Time for questions and individual plan setting.

Post course

- Each attendee will get a 45 minute follow up coaching / accountability session with Scott three months later
- Each attendee will get a copy of Scott's new book for digital leaders (which will be newly published by the course dates).

Cost: £495 (excl VAT) *Includes full board accommodation, instruction and support materials*

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