

# 2022/23 Programme

**The Communicators Course** (APC series)

**The Communicators Strategic Course** (APS series)

**The Internal Communications and Campaign Course** (ICC series)

Operated by **PolComm Training and Development Ltd**



in association with

The Association of   
**Police Communicators**

[www.pctd.org.uk](http://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**

### **2022**

**APC4: Sunday 25<sup>th</sup> – Friday 30<sup>th</sup> September**

*(register by 25<sup>th</sup> August)*

**Cost: £2225 (excl VAT)**

### **2023**

**APC5: Sunday 12<sup>th</sup> – Friday 17<sup>th</sup> March**

*(register by 12<sup>th</sup> February)*

**Cost: £2250 (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](mailto:info@pctd.org.uk) | VISIT: [www.pctd.org.uk](http://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!*

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**To view the most recent brochure for the course go to:  
[www.pctd.org.uk](http://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:**

- ◆ Up to three 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



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## **SCHEDULE**

### **2022**

**APS5: Monday 19<sup>th</sup> – Thursday 22<sup>nd</sup> September**  
*(register by 19<sup>th</sup> August)*

Cost: **£1375** (excl VAT)

### **2023**

**APS6: Monday 27<sup>th</sup> – Thursday 30<sup>th</sup> March**  
*(register by 27<sup>th</sup> February)*

Cost: **£1425** (excl VAT)

*Includes full board accommodation, instruction and support materials*

## Feedback from APS 4 which took place in March 2022

*... as expected – an excellent course – good sessions and great interactive sessions ...*

*... a really accessible and informative course that exceeded my expectations ...*

*... really good guest speakers, interesting topics which were high profile and relevant ...*

*... excellent variety of sessions but with elements that interlink and demonstrate the need for good strategies even during the very early stages of a major incident ...*

*... great crisis day – really communicated the approach needed to ensure the comms strategy was recorded and developed correctly ...*

*... fantastic presentation – really valuable as it was an honest look at what went wrong as much as what went right – so very valuable learning to be taken ...*

*... really enjoyed the course and got a lot from it and, above all, the people made it ...!*

*... thanks for a great course! Thanks to Tony, Roger and Alec for all your efforts in developing such an engaging four days – much appreciated ...*

*... thank you for a brilliant few days on the course...*

*... it was a brilliant course and personally gave me a huge boost in confidence. Plus it was really positive to spend so much time with others ...*

*... a fantastic course – really enjoyed it!*

# Internal Comms and Campaigns Course

## ICC Series | Two nights residential

This course is aimed at individuals who are already specialising in internal communications and running campaigns or likely to be asked to progress to those areas from their current roles.

Arrival on the first day will be in time for lunch and during the course there will be up to three presentations and discussions with experts in the field of internal communications and campaigns. However, the course will be predominantly practical and participative with delegates working in small syndicates and being led and challenged by the course directing team through a series of dynamic exercises and scenarios. The course will culminate with each syndicate making a presentation and receiving constructive feedback. Departure will be after lunch on the third day.

***This course will be co-directed by APComm Vice Chair, Helen Wilson, Alec Wood and Roger Bannister, former chief officers who work with PCTD on all the courses offered.***

### SCHEDULE

#### 2022

**ICC1: Monday 20<sup>th</sup> – Wednesday 22<sup>nd</sup> June** (*register by 20<sup>th</sup> May*)

**ICC2: Monday 3<sup>rd</sup> – Wednesday 5<sup>th</sup> October** (*register by 2<sup>nd</sup> September*)

Cost: **£1150** (excl VAT)

#### 2023

**ICC3: Monday 12<sup>th</sup> – Wednesday 14<sup>th</sup> June** (*register by 12<sup>th</sup> May*)

Cost: **£1175** (excl VAT)

*Includes full board accommodation, instruction and support materials*

**To register for one of these courses please contact:**