



Public Environmental Analysis (HH-03)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This two-session virtual course (or one-day classroom delivery) introduces participants to a systematic and pragmatic approach to benchmarking, monitoring, and analyzing the public environment. During the training session emphasis is placed on the design and pre-testing of actual PEA tools.

Schedule

- Day 1**
(2 hours)
- Introductions & Individual Objectives
 - Session I – Overview of PEA
 - Session II – Traditional Media Analysis
 - Quantitative Analysis
 - Qualitative Analysis
 - Session III – Social Media Analysis
 - Quantitative Analysis
 - Qualitative Analysis
- Day 2**
(2 hours)
- Session III – Other PEA Tools
 - Public Enquiries/Correspondence
 - Partners Panel
 - Public Opinion Research
 - Session IV – Ongoing Analysis & Reporting
 - Benchmarking
 - Ongoing PEA Reporting
 - Session V - Review & Wrap-up

Overview

- The PEA tools introduced include the following:
- Qualitative & Quantitative Media Analysis
 - Social Media Monitoring
 - Public Enquiries/Correspondence
 - Web Site Monitoring
 - Partners Panel
 - Public Opinion Research

Participants will be provided instruction on how to design tools, implement one-time and ongoing analysis, and prepare reports for strategic and evaluation purposes.

Who Will Benefit?

Junior to mid-level information officers, and communications advisors at the IS-2 to IS-4 level who are involved in monitoring the environment for research, evaluation or public environmental analysis purposes.

How Will You Benefit?

During the training session participants will develop and pre-test actual PEA tools.

Participants will leave the session with an understanding of how to integrate various tools into an ongoing systematic PEA reporting system.

Fees:

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
For more information about other Communications Training sessions visit our web site at www.harleyhouse.com