

Autumn 2021 line-up

Masterclasses and webinars
designed to turbo-charge skills for
public sector communicators

Westco Academy **Online**





Westco Academy offers value-for-money training and free webinars for public sector communicators, all led by industry experts with years of experience, who teach a range of skills in a highly accessible and engaging way.

Our focus areas include:

Getting the basics right

Outstanding campaigns and communications

Outstanding people

Innovation



Our courses

To book please visit westcocommunications.com/academy

Getting the basics right

4 – 8 October | 10am – 12pm

How to launch a campaign in five days

This will provide you with a tried and tested campaign-build process to research, develop objectives, design a strategy, depict creative assets, set out your implementation plan and evaluate... all within five days.

£140 + VAT

11 November | 9.30am – 1pm

Research, evaluation and insight done right

Unlock the importance of evidence-based, data-driven campaigns where you will be able to prove return on investment. Join Jen Compton to master developing audience personas, insight, analytics, and evaluation.

£65 + VAT

17 November | 10am – 1pm

Storytelling essentials

Discover how to draw in readers by conducting and writing brilliant interviews and engaging case studies as well as entertaining features for publications. This masterclass is designed to help you find your stories and make them soar.

£65 + VAT

24 November | 9.30am – 1pm

Communications strategy and planning

Learn how to construct a best-practice communications strategy in a methodical way, maximising the use of resources and exceeding your objectives. We'll help you harness insight and knowledge to deliver more effective campaigns with key components that gain the support of your Leader and CEO.

£65 + VAT

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Outstanding campaigns and communications

20 October | 9.30am – 1pm

Community engagement the Westco way

From sample design to analysis of techniques and stakeholder mapping, join us for this half-day course to harness the power of our best practice approach to community engagement.

£65 + VAT

3 November | 9.30am – 12.30pm

Killer creative for behaviour change campaigns

Unpack creative strategies and learn how to build successful campaigns that grab attention, engage your audience and ultimately make them reevaluate and change their behaviour.

£65 + VAT

18 November | 9.30am – 1pm

Digital and social media marketing masterclass for the public sector

Digital platforms, including social media, have revolutionised interactions with councils, education bodies, and other public service providers. Learn our tried and tested methods to optimise channels strategically, swiftly and effectively.

£95 + VAT

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Outstanding people

23, 30 September and 7 October | 9.30 – 11am

Prioritising work and managing time like a pro

This three-part course will give you tips and techniques for applying effective time management skills for yourself, whether you are a team member or team leader.

£95 + VAT

27 – 30 September | 9.30 – 11.30am

Consulting for success

Learn what successful stakeholder management looks like, how to build trust and loyalty from your internal and external clients and stakeholders – and shift from account management to trusted advisor.

£170 + VAT

Webinar

21 October | 4.30 – 5.30pm

Leadership in local government communications

Join Professor Paul Willis as we explore the leadership challenges confronting professional communicators both within our teams and across the challenging context of local government. We'll discuss and introduce different ways of thinking, to positively impact and enhance your leadership skills.

FREE

Webinar

4 November | 9 – 10am

Emotional intelligence

In this webinar, Wendy Jocum will lead a discussion on the foundational skill of resilience within emotional intelligence and how this has an immediate and positive impact on many areas that are critical to public sectors communications now, more than ever.

FREE

Our courses

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Westco Academy also offers bespoke training and skills audits for your team.

Go to
westcocommunications.com/academy
to find out more, or email
simon@westcocommunications.com

Coming soon...

Internal communications

AI machine learning

How to create high-quality video
with just a smartphone

Project management

Creative services

Dealing with negative social media

Accessible content 101

Crisis communications

