



# 2022 course 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](https://westcocommunications.com/academy)

## Winter

**1 – 3 February | 9.30am – 12.30pm**

### People management in a hybrid world

Learn about and explore what exemplary people management looks like in a hybrid working environment. This series will explore leadership in turbulent times, provide an introduction to coaching and help you provide actionable feedback to those you lead.

£170 + VAT

**17 February | 9.30am – 12.30pm**

### How local government works

Learn more about how local government works to better understand what is done and where you sit in the machinery of government. In this course, you will explore what powers local government uses to affect people's daily lives, how local government is funded and where the money goes as well as the impact of politics on the work of local authorities.

£95 + VAT

**22 February | 9.30am – 1pm**

### Digital and social media marketing masterclass

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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Spring

**3 March | 9.30am – 4.30pm**

## Being a leader: a course for local government communicators

This course is designed to help participants address the development challenges they face as communication leaders, both within their teams and across the organisation.

£324 + VAT

**10 March | 10am – 1pm**

## Storytelling essentials

This three-hour course is designed for communications officers involved in finding case studies or interviewees and writing about them – whether that be for newsletters, magazines or social media posts.

£95 + VAT

**17 March | 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.

£95 + VAT

**28 March – 1 April | 10am – 12pm**

## Campaign planning masterclass series (OASIS model)

Join our five-part series for best practice delivery, designed specifically for public sector communicators aspiring to lead campaigns using the OASIS model.

£95 + VAT

**7 April | 9.30am – 1pm**

## Community engagement the Westco way

From sample design to analysis techniques and stakeholder mapping. Join us for this half-day course to harness the power of our best practice model and turbo-charge your approach to community engagement.

£95 + VAT



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**28 April | 9.30am – 1pm**

## Research, evaluation and insight done right

This course unlocks the importance of evidence-based, data-driven campaigns and providing evidence of success. Join Jen Compton and master developing audience personas, insight, analytics, and evaluation.

£95 + VAT

**12 May | 9.30am – 12.30pm**

## Digital tactics to drive behaviour change

The course will equip you with the knowledge on how to plan your digital campaigns and social media activity and most importantly, how to report your results using the right measures at each stage of the digital marketing behaviour change funnel.

£95 + VAT

**19 and 26 May | 10am – 1pm**

## How to create high-quality video with just a smartphone

Video is everywhere these days and it is more engaging than text on a web page. Join this course and learn how to harness the power of the device in your pocket.

£95 + VAT

**9 June | 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.

£95 + VAT

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## Summer

**16 and 17 June | 10am – 1pm**

### Crisis communications masterclass series

Develop your crisis communications skills with Amanda Coleman in her masterclass for Westco Academy, where she will share how to communicate before, during and after an emergency effectively.

£95 + VAT

**23 June | 10am – 3.30pm**

### Paid digital advertising

By reaching your target communities on third-party platforms where they spend their time online and are most receptive, you increase awareness and ultimately drive more behaviour change.

£95 + VAT

**7, 14 and 21 July | 9.30am – 11am**

### Prioritising work and managing time like a pro

This virtual workshop series 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

## Autumn

**5 – 9 September | 10am – 12pm**

### Campaign planning masterclass series (OASIS model)

Join our five-part series for best practice delivery, designed specifically for public sector communicators aspiring to lead campaigns using the OASIS model.

£95 + VAT

**15 September | 9.30am – 12.30pm**

### How central government works

Learn more about how central government works.

£95 + VAT

**22 September | 9.30am – 1pm**

### Research, evaluation and insight done right

This course unlocks the importance of evidence-based, data-driven campaigns and providing evidence of success. Join Jen Compton and master developing audience personas, insight, analytics, and evaluation.

£95 + VAT

# Our courses

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**29 September | 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.

£95 + VAT

**6 October | 9.30am – 1pm**

## Community engagement the Westco way

From sample design to analysis techniques and stakeholder mapping. Join us for this half-day course to harness the power of our best practice model and turbo-charge your approach to community engagement.

£95 + VAT

**13 and 20 October | 10am – 1pm**

## How to create high-quality video with just a smartphone

Video is everywhere these days and it is more engaging than text on a web page. Join this course and learn how to harness the power of the device in your pocket.

£95 + VAT

**3 November | 9.30am – 1pm**

## Digital and social media marketing masterclass

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.

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**8 November | 9 – 10am**

Webinar

## 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

**10 – 11 November | 10am – 1pm**

## Crisis communications masterclass series

Develop your crisis communications skills with Amanda Coleman in her masterclass for Westco Academy, where she will share how to communicate before, during and after an emergency effectively.

£95 + 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.

£95 + VAT

**30 November | 10am – 1pm**

## Storytelling essentials

This three-hour course is designed for communications officers involved in finding case studies or interviewees and writing about them – whether that be for newsletters, magazines or social media posts.

£95 + VAT

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

Go to  
[westcocommunications.com/academy](https://westcocommunications.com/academy)  
to find out more, or email  
[simon@westcocommunications.com](mailto: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



