

Public relations and communication skills are an integral part of the life and work of a councillor.

The aim of this training seminar is to provide councillors with the necessary knowledge and skills which will enable them to communicate in a very meaningful way with their constituents. This involves listening and speaking with care, precision and authority.

The many aspects of public relations and communication skills will be dealt with, including the making of clear unequivocal statements and developing good rapport for dealing with public situations which can often be sensitive and difficult.

The emphasis will be on oral, written and IT communication skills especially at meetings and in situations involving the local media.

The speakers at this seminar are experienced professionals who have been involved for many years in their respective professions.

Seminar fee: € 225

Booking: Bookings for the Seminar must be made in advance to:  
**Ms. Carol Johnson, Secretary,**  
**Kadenza Consultancies Ltd.,**  
PO Box 97, GPO, Clonmel,  
Co Tipperary  
**087 6281261**

Email: **carol@kadenzaconsultancies.com**

Seminar Organizers: The Seminar organisers reserve the right to change any of the details of this programme to facilitate the safe and efficient running of this event.

PLEASE CIRCULATE TO ALL MEMBERS

## The Institute of Professional Training®

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Kadenza Consultancies Ltd

**FÁS/EI REGISTERED**

Training Seminar for Councillors

# Media 2010 Training & Communications for Councillors

*Friday 5th February -  
Sunday 7th  
February 2010*

**Clonea Strand Hotel,  
Clonea, Dungarvan,  
Co Waterford.**

**The Institute of Professional Training®**  
T/A  
Kadenza Consultancies Ltd

**Friday 5<sup>th</sup> February '10**

**6.00 pm – 7.00pm**      Registration

**8.00 pm onwards**      **Seminar Dinner**

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**Saturday 6<sup>th</sup> February '10**

**9.30am Onwards**      **Registration**

**10.00am – 11.00am**      **“Local radio and the Councillor”**

**Speaker**      **Mr. Seamus Martin**  
**Tipp FM**

**11.0am - 11.15am**      **Tea/Coffee**

**11.15am - 12.00pm**      **“The Local Press and the Councillor”**

**Speaker**      **Mr. Joe Pryce**  
**Journalist**

**12.00pm – 1.00pm**

**IT solutions for the Councillor**

**Speaker**

**Mr Aaron Curran**  
**Head of Ad Operations,**  
**Generator**

**1.00pm – 2.15pm**

**Lunch**

**2.30pm -3.30pm**

Delegate one-to-one  
networking –  
interexchange.

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**Sunday 7<sup>th</sup> February '10**

**10.00am**

**“Communicating Child Protection Guidelines through the Media”**

**Speaker**

**Institute Lecturer**

**End of Seminar**

**Institiúid Um Thraenáil Ghairmiúil®**