

DAY 1

The Communities We Operate In

- Corporate Social Responsibility (CSR) vs. Community Engagement
- Understanding the Importance of Community Engagement
- Defining the Corporate Community Involvement Mission
- Identifying Key Stakeholders
- Stakeholder Expectations of Our Organisation
- Assessing Impacts and Pre-empting Risks
- Reputational Impact

DAY 2

Integrating Community Involvement into the Business

- Integrating Community Involvement into the Business
- Environmental Issues
- Health and Safety
- Local Procurement
- Education
- Capacity Building
- Reputation Management

DAY 3

Practical Steps for Community Engagement

- Developing Engagement Programmes
- Engagement Techniques
- Corporate Communication with the Communities
- Presenting our Organisation to the Communities We Operate In
- Budgeting
- Practical Exercises in Community Dialogue

DAY 4

Types of Community Programmes

- Community-Driven Projects
- Social Contribution Projects
- Supporting Neighboring Communities in Case of a Disaster
- Corporate Giving and Foundations
- Connected Leadership
- Employee Involvement
- Manage Cross-sector Collaboration

DAY 5

Measuring, Evaluating and Reporting Corporate Community Programmes

- Goal Setting and KPIs
- Measuring Success of Our Initiatives
- Integrated Reporting