

LINCOLNSHIRE POLICE
serving with PRIDE



The Police Communicators Course (PP series)

and

Strategic Media Handling (PPD series)

26th Year!

2012 Programme

Provisional registration
for March courses
needed by
JANUARY 31ST

In association
with APComm



Police Communicators Course | PP Series

The PP series of courses is designed for recently appointed police communicators, although the content of the course is constantly updated and those in post for some time will also benefit from the experience.

From March 2010, the course was again restructured to reflect course feedback, recent major incidents and new issues affecting the specialism.

Course participants arrive late on the Sunday afternoon and the introductory session is followed by dinner and a social evening. This ensures that everyone is relaxed and ready for an intensive week of experiential learning from first thing on Monday morning. From then through to lunchtime on Friday and including a number of evening sessions there is a range of presentations and practical sessions, all relevant to people dealing with the media and working in a police environment.

The course has the reputation of being a 'two week course crammed into one' and in addition to the presentations, much is gained by mixing with peers in similar posts.

The outline of the course contents and objectives can be found by logging on to: www.lincs.police.uk/mediacourses and viewing the most recent course brochure. The course is adjusted each time to reflect changes in the role and examine the way the media were dealt with in recent high profile cases.

With 26 learning sessions squeezed into the 4 ½ days of presentations and practical sessions there is little leisure time, The following comments are just a few from the overall assessments of those attending the last two courses:

2012 Schedule

PP47 March 25th - 30th 2012
(provisional registration by January 31st)

PP48 Oct 28th - Nov 2nd 2012

Cost: £1800

Inclusive of all accommodation, instruction and support materials

www.lincs.police.uk/mediacourses



These are some of the comments from participants from the two most recent PP courses:

"I can genuinely say that this has been the best and most enjoyable course I have ever been on ..."

"I loved it – all the seminars were relevant – I'd heard good things about the course but it exceeded my expectations and I'm not sure how I survived without this!"

"Excellent! Best course I've attended and I feel like I've learned loads!"

"Brilliant course! Thoroughly enjoyed it."

"I feel very privileged to have been part of this course. The knowledge I have picked up and stories that have come first-hand from experts and victims has been an overwhelming experience. I have learned so much from this."

"Best training course of any sort for any purpose I have ever attended ... I could not imagine how anything similar could possibly be better done – thank you!"

"Really, really enjoyed the course and have picked up some great tips I'd never have thought of .."

"A fantastic overall course – I wouldn't change anything ..."

"Absolutely loved it – well done on putting together such an interesting and relevant course."

"I think this course is brilliant! Thank you for a fantastic week!"

"Having listened to all the presentations I feel I can tackle the trials and tribulations of my post in a more confident and professional manner. Many thanks – an excellent course which I would highly recommend!"

"I can only praise what you have provided for us all and will go back to my force and recommend our new recruit sings up for 2012!"

"Really brilliant course – it covered everything I would want to know more about – great people, great organisation!"

"The letter before the course prepared me for how full-on it would be but, wow I was tired by Friday!"

Subjects include ...

Kidnapping and news blackouts
Dealing with murders - the press officer and SIO perspectives
Dealing with CPS and IPCC press office
Victim or Villain session
Developing strategies for proactive and reactive media campaigns
Media strategies developed for dealing with

Shipman, the Dunblane and Cumbria shootings, the Soham murders, the Ipswich prostitute murders ... and more ...
... dealing with the relatives of victims of crime and the media inundation ...
Media law
Broadcast interview techniques
Social media
... and a whole lot more!

Strategic Media Handling Course | PPD Series

... a development course for press officers and police officers

Although this course is ideal for developing police press officers with a few years experience, we also believe police officers of inspector or above rank would benefit. The combination of a number of criminal case studies where the media played a crucial part, the day-long session on developing a crisis strategy and a thread running through the course which culminates in a robust television interview, we believe, provides a mutually invaluable experience for press officers and senior police officers.

Following comments from the last course, arrival has now been scheduled for late on the first day and departure after lunch on the fourth day - ***all for the price of £800***. Please log on to www.lincs.police.uk/mediacourses to view a brochure of the most recent course.

Content will include:

- ◆ At least three case studies to consider the strategic media handling of those high profile incidents
- ◆ Developing a crisis strategy - full day workshop
- ◆ Terrorism briefing
- ◆ Practical exercise to be considered throughout the course which culminates in a robust television interview and analysis
- ◆ Advanced media law presentation

2012 Schedule

- PPD14: March 21st - 24th 2012
(provisional registration by January 31st)
- PPD15: November 7th - 9th 2012

Cost: £800

Inclusive of 3 nights accommodation, instruction and support materials

www.lincs.police.uk/mediacourses



The most recent PPD course drew some positive comments from the participants – a selection of which are produced below:

"Brilliant course, lots of hard work but very useful. Will take a lot away with me and feel like I have learnt a lot."

"Really enjoyed it – well organised, good presentations – the crisis and law sessions were particularly good and of most use to me."

"... the schedule was very intense – have never been so tired!"

"This was a thoroughly enjoyable, relevant and informative course ..."

"The crisis management with Mike Granatt was brilliant! I will use all this in my job and it almost made me want a crisis to happen!"

"Excellent course – a good refresher and some new stuff too with a good variety of speakers and subjects."

"Great course – very busy but all relevant. Great speakers particularly crisis communications."

"Yes, very good – a lot packed into two and a half days."

"Excellent course with a good varied choice of subjects covered and will definitely take many ideas back to my force."

"Enjoyable and relevant, however a bit too intensive! Mind and body crying out for respite – thanks for an excellent course!"

"Excellent course – very useful for senior comms professionals – particularly those in strategic roles – plus the value of networking."

"I found the course very beneficial – especially the crisis management and media law. Long days but worth it."

"Really good – but could have done with some down time!"

"An awful lot packed into a short space of time."



Course Information

Schedule

(PP series)

PP47 March 25th - 30th 2012
(provisional registration by 31st January)

PP48 October 28th - November 2nd 2012

Cost: £1800

Inclusive of all accommodation, instruction and support materials

(PPD series)

PPD14: March 21st - 24th 2012
(provisional registration by 31st January)

PPD15: November 7th - 9th 2012

Cost: £800

Inclusive of 3 nights accommodation, instruction and support materials



Accommodation

Accommodation is likely to be at the Devere Belton Woods Hotel near Grantham. We have negotiated a competitive rate which provides all the facilities of this 4★ hotel including en-suite rooms with all facilities, swimming pool, squash courts, golf courses and other leisure facilities.

01522 558028

Fax direct on: **01522 558029** ● E-mail: tony.diggins@lincs.pnn.police.uk

Corporate Communications

Lincolnshire Police Headquarters, PO Box 999, Lincoln LN5 7PH

www.lincs.police.uk/mediacourses

We also offer bespoke courses in broadcasting interview training and presentation techniques



Provisional Registration Form

Course Title/
Reference:

PP _____ Police Communicators course

PPD _____ Strategic Media Handling course

delete as appropriate

Course Dates:

We need to notify the conference centre of the approximate number of rooms we will be taking two months prior to the course. Please provisionally register your interest for the March courses BEFORE JANUARY 31ST - after that we cannot guarantee availability. A final registration form will be sent out one month before the course start date.

Force:

Signed: Date:

Department and Position:

ATTENDEE

Surname: First Name:
(for name tag)

Rank/Position:

Mailing Address:

.....

..... Post Code:

Telephone: Fax:

Email:

**Please note final date to guarantee places on the March series is
TUESDAY JANUARY 31ST**

PLEASE RETURN COMPLETED FORMS TO:

Corporate Communications Department
Lincolnshire Police Headquarters
PO Box 999
Lincoln LN5 7PH

If you need more than one form you can either
photocopy this one or download an electronic copy from:

www.lincs.police.uk/mediacourses

Telephone: **01522 558028**

FAX DIRECT TO: 01522 558029or

Email: **tony.diggins@lincs.pnn.police.uk**