



2017/18 Programme

The Police Communicators Course
(PP series)
and
Strategic Media Handling Course
(PPD series)

“The presentations have been first class. The whole course has totally exceeded my expectations ...”



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.

Arrival on this course is late on the Sunday afternoon and after an introductory session there will be a presentation before supper. For the rest of the week until lunchtime on Friday there is a range of presentations and practical sessions, all designed to be relevant to people dealing with the media in a law enforcement environment.

The course has the reputation of being a ‘two week course crammed into one’ and in addition to the formal learning it is an invaluable opportunity to make new contacts with colleagues in similar roles.

The full brochure for the most recently operated course which provides details on the accommodation and content can be found at:

www.lincs.police.uk/mediacourses

Please see this as only a guide – each course is adjusted to reflect changes in the role and examine the way the media was dealt with in the most recent high profile cases.

With up to 30 learning sessions squeezed into the time with us there is little leisure time. But without exception everyone returns home with a group of new like-minded friends and exhausted from a full-on week of experiential learning!



Please note that these courses only operate if enough registrations are received to make them financially viable. That decision will be made no later than five weeks before the course start date so please register early!

Also, because of strict financial regulations we need a purchase order number or if your organisation doesn't use purchase orders, a letter of authority to attend the course. This will be needed at least one month before the course start date. Without that we are not allowed to register you for the service we are providing.

SCHEDULE

2017

PP57: 19–24 March (*register before 10 February*)

PP58: 8–13 October (*register before 2 September*)

2018

PP59: 11–16 March (*register before 2 February*)

PP60: 7–12 October (*register before 31 August*)

Cost: £1925 + VAT

Includes full board accommodation, instruction and support materials

REGISTRATION FORMS FOR THESE COURSES CAN BE DOWNLOADED FROM:

www.lincs.police.uk/mediacourses

Feedback from the PP56 course included the following comments:

The presentations have been first class. The whole course has totally exceeded my expectations

The course was amazing! So happy I was able to attend.

I really am struggling to find criticism – the week has been fantastic!

I have three years experience in police comms and I've been blown away by how informative and interesting the course has been. I couldn't recommend it highly enough!

This course was amazing and has made me feel much more confident about dealing with the media.

The vast majority of presentations were incredible and it was great to meet colleagues from all over the country.

Best course I've been on!

Subjects include ...

Dealing with the SIO on murders and other major incidents | media law | dealing with the relatives of victims and the victims themselves | developing strategies for media campaigns | hearing about the way the media were dealt with on a range of major incidents | social media issues | broadcast interview techniques | hearing from the communications officers of the NPCC, IPCC, NCA and College of Policing | Crimestoppers | Police and Crime Commissioners | Ethics ...

Visit: www.lincs.police.uk/mediacourses for most recent programme

Strategic Media Handling Course

PPD Series

... a development course for police communicators and senior police officers

Although this course is ideal for developing communicators with a few years experience, we also believe police officers of inspector rank or above 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 police communicators and senior police officers.

Following comments from previous courses, arrival has now been scheduled in time for lunch on the first day and departure after lunch on the fourth day. **The price of the course is £1150 + VAT** and includes all sessions, support material and three nights full board accommodation.

Content will Include:

- ◆ Up to four case studies of recent major incidents
- ◆ Advanced Media Law session
- ◆ Terrorism briefing
- ◆ Developing a media strategy for a crisis
- ◆ Reputational crisis exercise



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SCHEDULE

2017

PPD 24: 26–29 September *(register before 22 August)*

2018

PPD 25: 6–9 March 2018 *(register before 30 January)*

PPD 26: 5–8 June 2018 *(register before 1 May)*

Cost: £1150 + VAT

Includes full accommodation, instruction and support materials

REGISTRATION FORMS FOR THESE COURSES CAN BE DOWNLOADED FROM:

www.lincs.police.uk/mediacourses

Feedback from the most recent PPD course included the following comments:

Really challenging but thought provoking – excellent overall organisation.

Really useful development and useful next stage from the press officers course.

Fantastic advice and strategies for coping in crisis situations.

A great follow-on course with no repetition from the previous PP course.

Well planned and designed and provided an invaluable all round insight and experience.

I really enjoyed this course and wish I'd been able to go on it sooner – very well organised and planned.

Intense and enjoyable – clear and concise presentations and very relevant insights.

Much enjoyed it and very useful thank you!

Visit: www.lincs.police.uk/mediacourses
for most recent programme

Course Information

SCHEDULE

(PP series)

Cost: **£1925 + VAT**

Includes all accommodation, food, instruction, and support materials

2017

PP57: Sunday 19th to Friday 24th March 2017 ([Register by 10th February](#))

PP58: Sunday 8th to Friday 13th October 2017 ([Register by 2nd September](#))

2018

PP59: Sunday 11th to Friday 16th March 2018 ([Register by 2nd February](#))

PP60: Sunday 7th to Friday 12th October 2018 ([Register by 31st August](#))

(PPD series)

Cost: **£1150 + VAT**

Includes 3 nights accommodation, food, instruction and support materials

2017

PPD24: Tuesday 26th to Friday 29th September 2017 ([Register by 22nd August](#))

2018

PPD25: Tuesday 6th to Friday 9th March 2018 ([Register by 30th January](#))

PPD26: Tuesday 5th to Friday 8th June 2018 ([Register by 1st May](#))

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Communications and Public Affairs

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