

OVERVIEW

Parliamentary Committee Appearances Training



You want trust, not spin

Clear, authentic communication engages with every audience. They trust it. It's refreshing. And it's what we do.

www.rmassociates.ca

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1. Course Content and Approach

For many people, appearing before a Parliamentary Committee is a simple exercise in accountability whereby the person appearing responds to questions from Committee members by providing data and information points. For others it is an opportunity to engage decision-makers and other key audiences around ideas and actions. It is a chance for the organization appearing before the committee to communicate the *meaning* of the data and build trust and support with those individuals and groups they need if there are to succeed in their mission. This course focuses on the latter approach.

This course helps the person appearing before Committees, as well as those who support them, to build trust and support with parliamentarians, and to use the appearance as a basis for further connecting with the public service, the news media, stakeholders and the public.

Participants will come away with increased confidence in their ability to communicate ideas and capture the attention – and support - of their audiences.

Since 2000 RMA has offered participants a blend of theory and practical application, with heavy emphasis on the latter. Each session is based on an actual speech or presentation provided by each participant. It will serve as the content for the participant practice exercises.



"John is friendly and personable. A pleasure to learn from. Nakurmiik! (Thank you)."

"John is a great teacher and very knowledgeable. I was able to learn from my mistakes and build on my strengths. I highly recommend it to others. 10/10"

"Thank you. I've been wanting to do a session like this forever. I've done this on my own but it is great to do it with someone with experience. It is great to see it come alive!!!"

"I now have a 'toolkit' now to increase my confidence and deliver a better presentation."

Course Content and Approach

The session is based on two definitions. The first is our definition of an effective appearance before a parliamentary committee:

*To reach clear objectives... you build ideas, trust and support with your audience(s)...
using great content and authentic delivery.*

The course explores each of these concepts in order.

The second definition comes in part from the *TedTalk* stage. It is the definition of an idea: "A pattern of information that helps you understand and navigate the world. Ideas guide understanding and action." Participants learn about ideas, how to create them, and how to build them in the minds of the audience.

Throughout the day, each participant participates in practice exercises that are video-recorded and by personalized analysis and feedback. These exercises are supplemented by instruction and relevant examples of good appearances and bad, presented on video and discussed by the class.

Training objectives are pursued through a "theory > example > practice > critique" teaching sequence, and our modularized content means that the emphasis and course material can be tailored to needs of the client organization and the participant who will be representing it. The content typically encompasses:

- The definition of an effective appearance before a parliamentary committee
- How to set meaningful objectives for the presenter *and* the audience
- Ideas - what they are and how to develop and use them as the key themes for your speech or presentation
- How to better understand your audience and tailor your content and delivery accordingly
- How to tell an effective story and structure your content so that audience can follow
- The use of language appropriate to the audience
- Visual aids and speaking notes
- Verbal and non-verbal delivery
- Handling question and answer sessions
- Handling difficult questions and questioners

2. Sample Course Agenda

The following agenda can be customized according to the client's needs. Additional modules are available that more fully explore elements of speaking and presenting, media relations and communicating complicated science and technical information to non-expert audiences. Times are approximate based on the size of the class.

- 9:00 **Introduction**
Introductions – Objectives/agenda - Roundtable - Concerns
Why trust, not information, is the deciding factor in whether or not the audience will support you. Definition of an effective appearance before a Parliamentary Committee: *to reach clear objectives... you build ideas, trust and support with your audience(s)... using great content and authentic delivery.* This session will focus on each component of the definition.
- 9:30 **Objectives**
What are your objectives (outputs, outcomes and results) for your committee appearance? How can you use the appearance as a basis for engaging with other key audiences, such as the public service, news media, stakeholders or the public? Exercise and review.
- 10:00 **About Committees**
Types and composition - Appearance scenarios - Rules of engagement (PCO notes on responsibilities)
- 10:15 **Break**
- 10:30 **Ideas**
Video: What Is an Idea? What are your ideas? Written exercise and review followed by audio recorded speaking exercise and review (participants present for 1 to 2 minutes, putting their idea out first and then supporting it).
- 11:30 **Getting ready**
Preparation overview. Audiences are co-builders of your idea. What should you know about them? Understanding the audience in the room as well as those audiences that may be exposed to your appearance through live transmission or through distribution afterwards. Applying that understanding to maximum effect. Anticipating questions.
- 12:00 **Lunch**
- 13:00 **Appearing (Presenting)**
You are the presentation; the slides are mere supports. Non-verbal communication - Storytelling (video of a positive example) and discussion - Formats and signposts - Language appropriate to the audience - Visual aids and speaking notes - Video recorded exercise and review
- 14:15 **Break**

- 14:30 Appearing (Question and Answer)
 Answering questions. Dealing with difficult questions or aggressive questioners. Exercise and review
 After the appearance
- 15:45 After the appearance
 Monitoring - Follow-up – Outreach - Techniques for media interviews
- 16:20 Summary and review
- 16:30 End

Sample Animated Presentation Slides

RMA uses a variety of adult learning-based teaching methods, including presentations, reality-based exercises and instructional video. Our presentation slides are animated and dynamic. Because the detailed information is contained in the Participant Manual, the slides are not heavy with excessive text that tries to convey too much information at once. The slides form the basis for the trainer’s comments and the group discussion. The sample slides shown below are from previous projects and could be adapted or modified to meet your needs.

BODY LANGUAGE

- Body language and tone are as important as words
- If they are in conflict, body language/tone prevail over words

Are you mad at me?

No, I'm not mad at you.

1 of 2

DEFINITION OF AN EFFECTIVE PARLIAMENTARY APPEARANCE

To reach clear objectives,
 you build ideas, trust and support with your audience
 using great content and authentic delivery.

This course will address each of these dimensions.

SIGNPOSTS

Audience knows where they are
 Another way to describe the core format:

- Tell them what you’re going to say.
- Say it.
- Tell them what you said.

- Verbal reminders
- Visual reminders

2 of 2

Training Videos

A series of short training videos are woven throughout the course. They show excerpts of good speeches and presentations, as well as poor ones. The training videos, along with the video recorded practice speeches/presentations by the participants themselves, brings the theory to life.



3. About RMA



You want trust, not spin
Clear, authentic communication engages with every audience. They trust it. It's refreshing. And it's what we do.

Our Story

To achieve your goals, you need the trust of those who can help you. RMA was built on the idea that to build that trust, you must communicate clearly and authentically.

Trust is eroded by the spin and obfuscation tactics that are often peddled by old-school PR companies. **We invite you to experience the clear difference of RMA.**

We will help you refine your understanding of your audiences, to re-focus your thinking and communicate clearly and authentically. Then our communications training and products can help you to plan and execute campaigns more effectively.



Our focused, interdisciplinary team works with senior executives and front-line workers in technology companies, government organizations and non-profits. Through clear, real and engaging communication practices, we will help you get to where you need to be.

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Services

Strategic Communications

- strategic communication planning
- public information campaigns
- media relations
- issue management & crisis communications
- needs assessments
- narrative & messages
- risk communication
- public & community engagement

Communication Training

- media relations
- presentation skills
- parliamentary committee appearances
- facilitation
- strategic communications
- writing strategically
- risk communication
- issue management & crisis communication
- parliamentary committee preparation

Messaging & Branding

- Idea Engineering
- brand development
- branding strategies

Communications Products

- writing and editing
- media relations materials
- speeches
- presentations
- video scripts
- advertising, sales & marketing collateral
- website content & design
- graphic design
- video & multimedia production