

►► Policy Seminar: **Conducting Technical Briefings**

*Facilitated by Dan Perrins, Executive-in-Residence, JSGS and
Jim Marshall, Executive-in-Residence, JSGS*

This seminar will provide a practical guide to conducting technical briefings for senior officials. Topics will include:

- understanding your audience and why it matters that your audience understands you;
- how to conduct briefings to relay complex or highly technical information to non-technical audiences;
- techniques for relaying complex information in user-friendly ways; and,
- using a variety of communications tools to reach a variety of audiences.

Following this workshop, participants will understand the role of technical information in government management and decision-making; the roles of senior officials and politicians in these processes; the roles of technical advisors in these processes and how to ensure informed management in areas requiring advanced technical expertise.

November 24, 2009 ~ 9:00 am to 12:00 pm (morning refreshments provided at 8:30 am)

Regina, Saskatchewan
JS Window Room, 2nd Floor, Gallery Building
University of Regina College Ave. Campus
Limited to 25 participants

Fees (Full payment details available online):

~ Full-time Student: \$40.00 (Plus GST)
~ Regular: \$75.00 (Plus GST)

Registration Required:

Those interested in attending must register online at www.schoolofpublicpolicy.sk.ca
Select **News and Events**, then **Events Calendar** and the appropriate calendar date for the seminar.
Scroll to the bottom of the event entry to register and arrange for payment.

For more information contact us at 306.585.5862 or js_training@uregina.ca



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