

2020/2021 Programme

The Police Communicators Course (AP(C) series)

and

The Police Communicators Strategic Course (AP(S) series)

Operated by **Police Communicators Training Development Ltd**



Police Communicators Training Development Ltd

Police Communicators Course

AP(C) Series

The AP(C) 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.apcomm.org.uk/courses

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 a number of 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 are part of the APComm Training Programme and will 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!



SCHEDULE

Due to the current situation there are no courses scheduled in 2020

2021

APC(1): 14 – 19 March (*register by 31 January*)

APC(2): 17 – 22 October (*register by 12 September*)

Cost: £2125 + VAT

Includes full board accommodation, instruction and support materials

REGISTRATION FORMS FOR THESE COURSES CAN BE DOWNLOADED FROM:
www.apcomm.org.uk/courses | email **info@pctd.org.uk**

Feedback from previous course included the following comments:

All in all it has been such a worthwhile experience and I have learnt a lot!

This has been an excellent course. I feel so much more informed as to my role.

Really interesting and insightful week.

The course has been incredibly informative and so so helpful.

Being new to the role I was really looking forward to coming on the course, as I had been told by colleagues that I would learn a lot – and I did.

Really good course good presenters, good topics and organisation. Friendly, helpful organisers

Its been so interesting and some of the talks were really powerful.

Its been a great experience, and I'm so pleased that I had the opportunity to come.

Really good course having examples from metropolitan and rural areas.

My colleagues all raved about this course and they were right. I've picked up loads of useful tips.

...it was invaluable! Would 100% recommend.

Absolutely brilliant!!!

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

The course cost of £2125 + VAT includes all accommodation, meals and course support materials

Strategic Media Handling Course

AP(S) 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.

Arrival is scheduled in time for lunch on the first day and departure after lunch on the fourth day. **The price of the course is £1225 + 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 and exercise
- ◆ Developing a media strategy for a crisis
- ◆ Reputational crisis exercise



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SCHEDULE

2020

AP(S)1: 17 – 20 November *(register by 9 Octobr)*

2021

AP(S)2: 23 – 26 March *(register by 31 January)*

AP(S)3: 12 – 15 October *(register by 5 September)*

Cost: **£1225 + VAT**

Includes full board accommodation, instruction and support materials

REGISTRATION FORMS FOR THESE COURSES CAN BE DOWNLOADED FROM:
www.apcomm.org.uk/courses | email info@pctd.org.uk

Feedback from the most recent strategic 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!

The course cost of **£1225 + VAT** includes all accommodation, meals and course support materials

Course Information

SCHEDULE

AP(C) series

Cost: **£2125 + VAT**

Includes all accommodation, food, instruction, and support materials

Due to the current situation there are no courses in this discipline scheduled in 2020

2021

AP(C)1: Sunday 14 to Friday 19 March 2021 ([Register by 31 January](#))

AP(C)2: Sunday 17 to Friday 22 October 2021 ([Register by 12 September](#))

AP(S) series

Cost: **£1225 + VAT**

Includes 3 nights accommodation, food, instruction and support materials

2020

AP(S)1: Tuesday 17 to Friday 20 November 2020 ([Register by 9 October](#))

2021

AP(S)2: Tuesday 23 to Friday 26 March 2021 ([Register by 31 January](#))

AP(S)3: Tuesday 12 to Friday 15 October 2021 ([Register by 5 September](#))

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www.apcomm.org.uk/courses

Police Communicators Training Development Ltd