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## COMMUNITY ENGAGEMENT THAT LASTS

<b>Start Date:</b>	15/06/2026	<b>End Date:</b>	19/06/2026
<b>Categories:</b>	Public Relations & Market	<b>Venues:</b>	Madrid
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This course helps organizations and leaders build meaningful, long-lasting relationships with their communities. It emphasizes trust, transparency, inclusion, and co-creation to drive engagement beyond campaigns.

### OBJECTIVES

By the end of this course, participants will be able to: – Define what authentic community engagement means in today’s landscape. – Build trust and credibility through inclusive communication and listening. – Design community programs based on shared goals and local insights. – Engage stakeholders as partners, not just audiences. – Sustain long-term engagement through continuity, storytelling, and feedback loops.

### COURSE OUTLINE

1- Foundations of Community Engagement and Trust 2- Listening, Inclusion, and Relationship Building 3- Designing Programs with and for the Community 4- Engagement Tactics That Create Belonging 5- Sustaining Momentum and Measuring Community Value

### TARGET AUDIENCE

All Supervisory Levels, CSR teams, NGO leaders, community managers, outreach professionals, and organizations serving the public or social sectors.

### METHODOLOGY

Community dialogue labs, empathy mapping, co-creation workshops, and engagement audits.

### CONCLUSION

Participants will leave with a people-centered engagement plan and the strategies to build authentic, long-term relationships with their communities.

## DAILY AGENDA

### Day 1: The Meaning of Engagement

Clarify the principles that define true community connection and social trust.

### Day 2: Listening & Inclusion

Use tools to understand community needs and create space for shared ownership.

### Day 3: Program Design for Participation

Create initiatives that reflect the values and priorities of the people they serve.

### Day 4: Tactics That Build Belonging

Apply events, storytelling, and dialogue to deepen community participation.

### Day 5: Keeping the Conversation Going

Build feedback loops, evaluation tools, and strategies for ongoing connection.

*For more information, please contact us:*

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