COMMUNITY ENGAGEMENT THAT LASTS

Start Date:	01/06/2026	End Date:	05/06/2026
Categories:	Public Relations & Market	Venues:	Madrid
Formats:	In Person	Instructors:	

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:

Email: info@gatewayconsulting.com | Phone: +96522968641

https://gatewayconsulting.com