

# Preparing for a Public Engagement: Checklist

If you are looking to plan a public engagement exercise, this quick checklist can help. You are encouraged to work through these steps before drafting your Engagement and Consultation Plan.

## Getting Ready to Engage

Identify an engagement project team, which typically includes subject matter experts, communications professionals, and members of the Public Engagement and Planning Division.

Identify the objective of your engagement. What is it you are hoping to achieve at the end of your engagement?

Consider the research and data you have on the issue you are seeking to consult on: What information is missing? What are the key research questions you want to pose in the engagement? Why are you engaging at this time? Make a list of the answers to these questions.

Now that you have your key research questions, how will you use the information you collect?

## Mapping Your Stakeholders and Taking Stock of Your Environment

Generate a list of the people or groups who are most impacted by the issue you are consulting on. These are your stakeholders, or target audience. Public Engagement and Planning Division's Stakeholder Map template is a good way to capture this information (available online).

Scan recent research reports, media articles and public commentary that relate to the topic of your engagement. Identify the diversity of perspectives that exist on the engagement topic.

## Selecting an Engagement Approach

Use the stakeholder map and environment scan findings to identify how best to reach a diversity of audiences. Recognize that a number of engagement methods may be needed to reach all those impacted by and interested in the topic you are considering. Reach out to the Public Engagement and Planning Division to discuss the methods that have the best potential to gather meaningful input from a diversity of perspectives.

## Supporting an Informed Discussion

Consider what public education tools will be used to inform participants of the issue and any government policies, actions or commitments related to this matter. Will a discussion document, infographic, video or presentation be prepared to ensure everyone has a base level of information on the issue?

## Recording, Reporting and Reflecting What is Heard

Think about how you will capture the information you hear, how this information will be shared with participants and how you will report back to the public on how their input was used to inform public decisions.