

## Appendix 4 – thought leadership and training through the Westco Academy in 2021

Date	Course Name	Registrations
21 January 2021	How to create high-quality video with just a smartphone (2-part course)	15
10 February 2021	Smarter Project Management: fundamental principles of project management	12
18 February 2021	Being a leader: a course for local government communicators	18
23 February 2021	Emergency Communication - 4-Part Training	15
25 February 2021	WEBINAR   Are you getting what you need from your communication team?	30
08 March 2021	Westco Women's Network hosts an evening with... Women in Leadership	27
18 March 2021	Storytelling essentials	21
23 March 2021	Digital tactics to drive behaviour change	30
13 April 2021	WEBINAR   The role of behaviour change in public service	80
21 April 2021	Research, Evaluation and Insight	10
29 April 2021	How to create high-quality video with just a smartphone (2-part course)	5
29 April 2021	WEBINAR   Using foresight to think about the UK in 2030	42
17 May 2021	Campaign Planning Masterclass Series using the 'ROSIE' Model: 5-Days	15
03 June 2021	Storytelling essentials	8
10 June 2021	Being a leader: a course for local government communicators	8

16 June 2021	WEBINAR   Virtual, Augmented and Mixed Reality Tech to Support Immersive Learning	35
08 July 2021	Digital and Social Media Marketing Masterclass for the Public Sector	20
22 July 2021	Using data analytics for better decision-making in the public sector	15
29 July 2021	WEBINAR   Best Practice in Fostering, Marketing and Recruitment	115
29 July 2021	How to create high-quality video with just a smartphone (2-part course)	8
18 August 2021	Crisis Communications Masterclass	16
16 September 2021	Paid Digital Advertising for Public Sector	9
22 September 2021	Writing for different audiences	6
23 September 2021	Prioritising Work and Managing Time Like a Pro	8
27 September 2021	Consulting for Success   From Account Management to Trusted Advisor (4-Day)	6
04 October 2021	Community Engagement – The Westco Model	9
04 October 2021	How to run a campaign in 5 days	9
21 October 2021	Leadership in local government communications	34
03 November 2021	Killer creative for behaviour change campaigns	26
04 November 2021	WEBINAR   Emotional intelligence	65
11 November 2021	Research, Evaluation and Insight done right	21

17 November 2021	Storytelling Essentials	24
18 November 2021	Digital and social media marketing masterclass for the public sector	20
24 November 2021	Communications strategy and planning	20
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