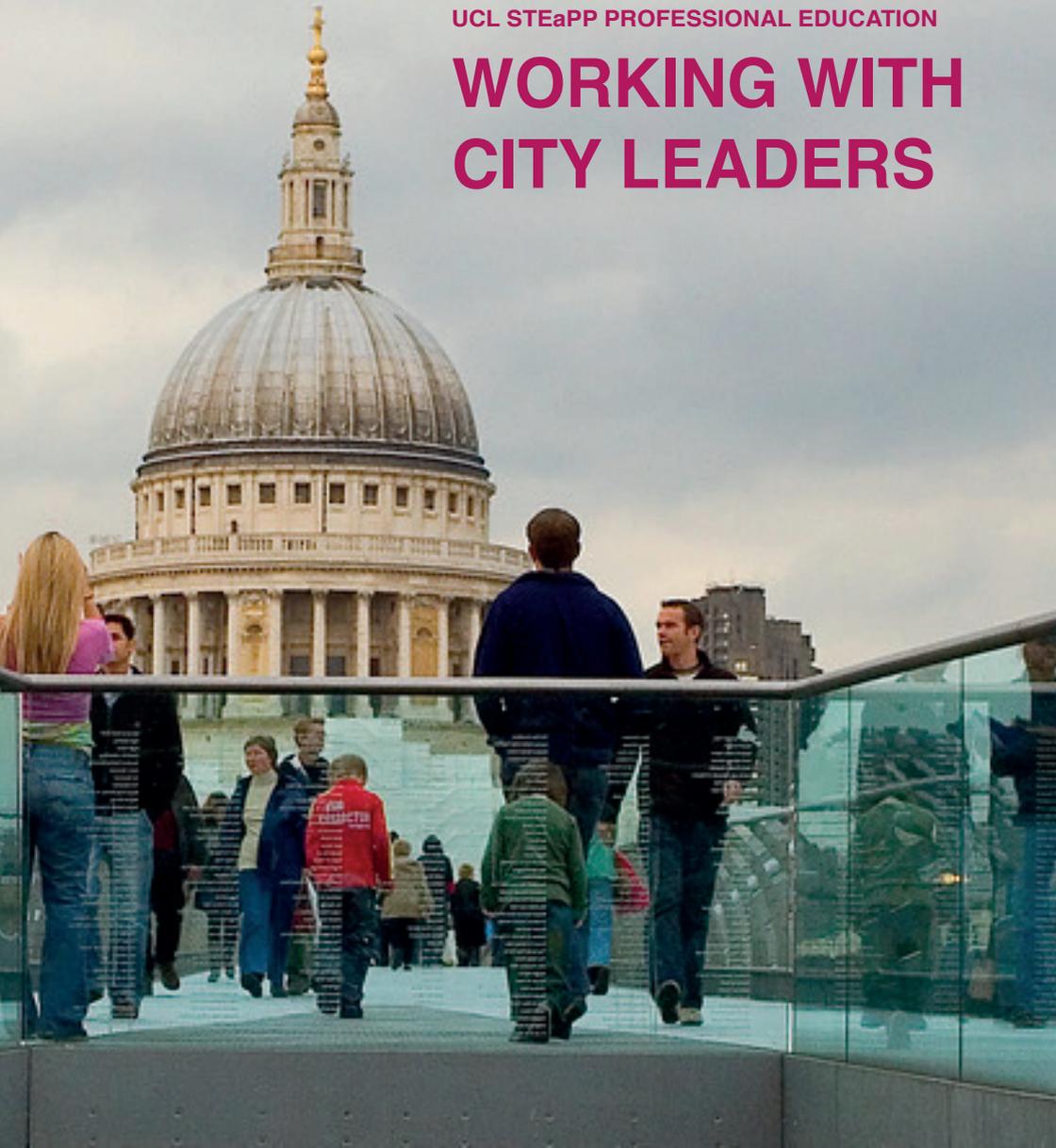




UCL

UCL STEaPP PROFESSIONAL EDUCATION

WORKING WITH CITY LEADERS



WORKING WITH CITY LEADERS

A one day primer to transform the way you and your business work with cities.

How are 21st century cities run and led? What keeps city leaders awake at night? In what ways can companies engage strategically with decision-makers and contribute to better cities?

This one day workshop in London equips professionals with practical guidance and tools on how to effectively engage city decision-makers, how to operate with insight in political challenges and gain a greater confidence at a strategic partnering level in cities.

With the guidance of expert practitioners Dr Ellie Cosgrave and Dr Tim Moonen, the workshop challenges professionals to develop a core set of policy and strategic skills which will shape their capacity to steer the future development of cities and the way they are led, managed and governed.

Key themes covered in the workshop include:

- The ups and downs of global urbanisation
- The changing character of city leadership in an urban age
- Emerging city trends influencing

strategic projects and consulting demands

- The different kinds of innovation to address leadership and governance deficits in cities
- How to engage, communicate and marshal stakeholders to win and deliver projects while also building a strategic agenda for a city.

Urban Innovation and Policy Laboratory

The UCL Urban Innovation and Policy Lab was established in 2013 in collaboration with the World Bank Group, United Nations (UN-Habitat) and UCL, with the aim of fostering innovation and new perspectives about the future of cities and their leadership. The Lab's team work in partnership with global companies across multiple industries, as well as city and national governments, international city networks, community and non-profit organisations, development banks and inter-governmental institutions.

Working with City Leaders expands upon the Lab's ethos of connecting urban innovation and policy practice across boundaries and partnering with centres of expertise around the world.



WORKING WITH CITY LEADERS

Course Date:

Friday 20th September 2019

Course Location:

UCL, Bloomsbury Campus

Course Requirements:

Mid-career and early-career staff, or transitioning senior staff, with some experience of working on projects for clients in cities. Interest in urbanisation and big-picture, strategic and multi-disciplinary agendas in cities. International experience welcome but not essential.

Course Outline:

This workshop comprises of short lectures, moderated debates and interactive exercises and group task in which skills are tested through realistic simulation.

Sessions:

- The New World of Cities
- Who are the City Leaders in the New World of Cities?
- Urban Innovation and Making Your Offer Distinctive
- Pitching to the City Leaders.

Case Study options include:

Abu Dhabi, Hong Kong, Istanbul, Johannesburg, Kuwait City, Manila, Santiago, Singapore, Sydney, Toronto
With a mixture of:

- Major city-shaping projects (metro, high speed rail, airport, canal)
- Global events (Olympic Games, Expo, World Summits)
- Crises (flooding, mass migration)
- Governance reform opportunities (New metropolitan mayors, new higher tier of government approach to cities)
- District developments (innovation districts, economic zones, cultural precincts).

Learning Outcomes:

This course aims to equip participants with city leadership skills by understanding principles of leadership/ influencing, trends analysis, integration and systems thinking. Strategic engagement skills will be developed by understanding principles of negotiation/ diplomacy, city networking and business leadership for cities.



WORKING WITH CITY LEADERS

Course Tutors:

Dr Ellie Cosgrave
**Director, UCL Urban
Innovation and Policy
Laboratory**

Dr Cosgrave's work explores transformative approaches to policymaking and governance in cities. Recently Ellie has led the research programme for the C40's Women4Climate campaign and has worked closely with the Greater London Authority as well as many local authorities across the UK and Globally.



Course Cost:

£650 per person

To book a place on the course, please visit the UCL Online Store:

<https://onlinestore.ucl.ac.uk>

To find out more, please contact:

steapp.communications@ucl.ac.uk

Dr Tim Moonen
**Director, the Business
of Cities**

Dr Tim Moonen has co-authored more than 25 reports, books and chapters on global city competitiveness, governance and performance, and has participated in multiple advisory boards of both cities and businesses worldwide relating to strategic planning, leadership and policy reforms.

