

# **Strategic Government Communication & Public Relations Course**

Public Sector  
Istanbul (Turkey)  
24 - 28 Aug 2025

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## **Strategic Government Communication & Public Relations Course**

**Ref:** 3292\_132476 **Date:** 24 - 28 Aug 2025 **Location:** Istanbul (Turkey) **Fees:** 3900 **Euro**

### **Course Description**

This comprehensive 5-day course equips participants with essential skills in strategic government communication and public relations. Attendees will learn to develop effective communication strategies, engage stakeholders, manage crises, and craft impactful messages for various government contexts.

### **Learning Objectives**

- Develop strategic communication plans for government entities
- Master stakeholder engagement and relationship management techniques
- Learn crisis communication and reputation management strategies
- Craft effective messages for diverse government audiences
- Understand digital communication tools and social media management
- Apply ethical considerations in government communications

### **Course Modules**

#### **Day 1: Foundations of Government Communication**

- Introduction to strategic government communication
- Understanding the public sector communication landscape
- Stakeholder mapping and analysis
- Developing a strategic communication framework

#### **Day 2: Stakeholder Engagement and Relationship Management**

- Identifying key stakeholders and their needs
- Effective engagement strategies for diverse audiences
- Building and maintaining relationships with media
- Internal communication in government organizations

#### **Day 3: Crisis Communication and Reputation Management**

- Crisis communication planning and preparedness
- Managing communication during a crisis
- Reputation management strategies for government entities
- Post-crisis communication and recovery

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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## Day 4: Digital Communication and Social Media Management

- Leveraging digital platforms for government communication
- Social media strategy and content creation
- Managing online communities and engagement
- Measuring digital communication effectiveness

## Day 5: Ethical Considerations and Practical Application

- Ethical considerations in government communications
- Transparency and accountability in public sector messaging
- Developing a comprehensive communication campaign
- Evaluating communication effectiveness and ROI

## Practical Wins for Participants

- Create a strategic communication plan for a government entity
- Develop a crisis communication toolkit
- Design a stakeholder engagement strategy
- Craft a social media content calendar for government communications

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. In the background, there are concentric circles emanating from a point on the board.

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