

# Strategic Government Communication & Public Relations

Public Sector  
Geneva (Switzerland)  
13 - 17 Jan 2025

UK Training

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## Strategic Government Communication & Public Relations

**Ref:** 3292\_138073 **Date:** 13 - 17 Jan 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

### Introduction

This training course on Government Communications & Public Relations will provide participants with a thorough understanding of the government relations function and the importance of a clear communications strategy. Participants will understand the business value that a strategic approach to government relations can deliver at all stages of the business cycle.

This course will provide insight into government relations' role in winning new business, building and reinforcing a strong reputation, supporting operations, managing change, and resolving disputes.

### Course Objectives of Government Communication & Public Relations

- How to create value for your business by using a strategic approach to government relations.
- In-depth insight into how to analyze, anticipate, and overcome political risks facing your business.
- The ability to develop and implement a fit-for-purpose government relations strategy to support your business needs.
- Knowledge of a wide range of tools and tactics that will improve your ability to manage relations with the government in a wide variety of situations.
- Insight into your internal value chain and how synergies can be created between the government relations function and other functions such as Project Management, Operations, Finance, Legal, and Public Relations.

### Government Communication & Public Relations Training Outlines

#### Module 1: Introduction to Effective Government Relations

- What is Effective PR in the 24/7/365 'Social' Age?
- What is effective Government Relations?
- The Business Case for Government Relations.
- Discussion: How important is the government to your business?
- Ethics and Principles
- How to conduct Government Relations with integrity?
- Legal Aspects.
- Reputation Risk.
- Reputation Management.
- Trends.

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## Module 2: Political Risk Analysis and Mitigation

- Introduction to Political Risk.
- Stakeholders: Agendas and Drivers.
  - Personality Types.
  - Learning & Communication Styles.
- Analyzing Political Risk.
- Global Issues and Trends.
- Strategies for Mitigating Political Risk.

## Module 3: Effective Applications of Government Relations

- New Opportunities.
- Build and Strengthen Reputation.
- Managing Change.
- Resolving Disputes.
- Conducting Due Diligence.
- Creating Win-Win Solutions.

## Module 4: The Government Relations Toolbox

- Strategies and Plans.
- Elements of a Government Relations Strategy.
- Implementation.
- Monitoring Results and Assessing Performance.

### Tools and Tactics

- High-Level Engagement.
- Engaging in the Policy Debate.
- Joining Forces with Others.
- When Things Go Wrong.

## Module 5: The Government Relations Case Study

- Risk Analysis.
- Stakeholder Mapping.
  - Decision-Making.
  - Influence Matrices.
- Government Relations Strategy.
- Implementing the Strategy.
- First Signs of Trouble.

## Enhancing Strategic Government Communication Essentials

To navigate the intricate realms of strategic government resources and reputation management, one must embrace a multifaceted approach, recognizing not just the traditional public relations definition

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but expanding the scope to include a sophisticated understanding of political risk analysis. These government relations training programs are crafted to empower professionals with the capacity to employ a strategic approach, buttressed by comprehensive public relations training, ensuring cogent communication within the governmental sphere.

A graphic illustration of a chessboard with several pieces. A large gold king piece is the central focus, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric white circles in the background behind the text.

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