

Strategic Government Communication & Public Relations

Public Sector
Maldives (Maldives)
13 - 17 Jan 2025

UK Training

PARTNER



Strategic Government Communication & Public Relations

Ref: 3292_138088 **Date:** 13 - 17 Jan 2025 **Location:** Maldives (Maldives) **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.

UK Training

PARTNER



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

UK Training
PARTNER



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 of a chessboard with several pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles.

UK Training
PARTNER

Blackbird training cities

Accra1 (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston,Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resources



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



UK Training
PARTNER



BLACKBIRD
FOR TRAINING

LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335