

Intensive Communication & PR for Public Sector Course

Public Sector
Berlin (Germany)
25 Aug - 05 Sep 2025

UK Traininig

PARTNER



Intensive Communication & PR for Public Sector Course

Ref: 321641_142770 **Date:** 25 Aug - 05 Sep 2025 **Location:** Berlin (Germany) **Fees:** 7100 Euro

Course Description

This intensive 10-day course equips public sector professionals with advanced communication and PR skills. Participants will master media relations, crisis management, digital communication strategies, and internal communications tailored for government and public organizations. The course combines theoretical knowledge with practical applications to enhance public trust and organizational effectiveness.

Learning Objectives

- Develop strategic communication plans aligned with public sector goals
- Master media relations techniques for effective public engagement
- Implement crisis communication strategies to manage public perception
- Utilize digital platforms to enhance government communication
- Create compelling content for various public sector audiences
- Improve internal communication to boost organizational efficiency

Course Modules

Day 1: Foundations of Public Sector Communication

- Role of communication in governance
- Public sector vs. private sector communication
- Ethical considerations in government PR
- Stakeholder mapping and analysis

Day 2: Strategic Communication Planning

- Developing a communication strategy
- Setting SMART objectives
- Message development and framing
- Audience segmentation techniques

Day 3: Media Relations Mastery

- Building relationships with journalists
- Press release writing and distribution
- Conducting effective press conferences
- Handling difficult media interviews

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board, with the king and queen prominently displayed in the foreground.

UK Training
PARTNER

Day 4: Crisis Communication and Reputation Management

- Crisis communication planning
- Managing public perception during crises
- Post-crisis recovery strategies
- Reputation management techniques

Day 5: Digital Communication Strategies

- Social media management for government
- Content creation for digital platforms
- E-government communication initiatives
- Measuring digital communication effectiveness

Day 6: Internal Communications

- Improving interdepartmental communication
- Employee engagement strategies
- Change communication techniques
- Internal communication tools and platforms

Day 7: Public Affairs and Stakeholder Engagement

- Lobbying and advocacy techniques
- Community engagement strategies
- Public consultation processes
- Building partnerships with NGOs and private sector

Day 8: Writing for the Public Sector

- Crafting clear and concise government documents
- Speechwriting for public officials
- Creating compelling policy briefs
- Writing for diverse public audiences

Day 9: Visual Communication and Branding

- Developing a consistent government brand
- Infographic design for public information
- Video content creation for public sector
- Data visualization techniques

Day 10: Measuring Communication Effectiveness

- Key Performance Indicators KPIs for public sector PR
- Communication audits and evaluations
- ROI of government communication initiatives

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

UK Training
PARTNER

- Continuous improvement strategies

Practical Wins for Participants

- Develop a comprehensive crisis communication plan
- Create a social media strategy for a government department
- Craft a compelling speech for a public official
- Design an internal communication campaign to improve employee engagement

UK Training
PARTNER



Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

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 Resource



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



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335