



Mastering Government Relations & Communications Practice

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Course Summary:

Communications and government relations are at the heart of business performance. Modern methods, tools and channels have greatly increased its power. This lively and challenging seminar is focused on developing skills and competence to practice effectively in today's organizational environment. This seminar is for the newcomer to government relations & Communications and for experienced practitioners alike. Using the most up-to-date case studies, techniques and tools the program is both a comprehensive introduction to government relations in the Internet age and a professional updating program.

Program Benefits:

- Examine the role of Communications & government relations in the 21st Century Organization
- Explore the range of communications techniques and tools available
- Develop increased skill and competency in
- Editing and writing for print and the web
- Managing press relations
- Running successful events
- Managing government relations
- Managing community relations and social reporting
- Looking after VIPs; entertainment, etiquette and gifts
- Internal communications and employee relations
- Stakeholder relations
- Writing a clear government relations & Communications brief
- Planning communications activity to meet client need
- Developing the electronic government relations & Communications Centre
- Developing crisis media management techniques
- Developing media interview techniques
- Developing personal effectiveness

Organizational Impact:

- Developing multi-skilled communicators
- Increasing the value of communications
- Improving skills in the e-media
- Developing an up-to-date government relations & Communications competency base
- Improving the client focus of communications

Personal Impact:

- Developing an up-to-the-minute communications skills set
- Ensuring that your communications government relations knowledge is up-to-date
- Understanding the role of government relations & Communications in the 21st Century organization
- Developing your abilities as a government relations & Communications problem solver and consultant
- Using communications skills as a career building block

Who Should Attend?

Government relations and Communications practitioners who want to update their skills. Newcomers to government relations & Communications who want a thorough and state-of-the-art foundation. HR professionals who have communications roles, Managers who want to add high-level communications skills to their personal portfolios.

Course Outline:

DAY 1

The 21st Century Communicator

- Introduction and welcome
- Goal setting for the program
- The role of Communications government relations in the organization
- The range of media and channels
- A problem-solving approach to government relations
- Personal goal-setting for the program

DAY 2

From theory to successful practice

- Communications models: implications for practice
- Psychological themes and construction in practice
- The art of influence and persuasion
- Ethics and communications
- Organizational transparency and communications
- Taking and interpreting communication briefs

DAY 3

The Medium is the Message

- Managing stakeholder relations
- Managing government relations
- Choosing channels – matching media to tasks and stakeholders
- Writing and editing a newsletter, newspaper or magazine
- Writing for the web
- Organizing events and exhibitions

DAY 4

e=Management x Communication

- Improving the power of communications in the organization
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputation management

DAY 5

Putting it all together

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning.
- Summary and Conclusion