Uncovering Public Policies & Government Relations

Duration: 5 Days

Language: en

Course Code: IND17-105

Objective

During this course, you'll learn:

To understand the importance of public policy within government relations.
To evaluate the process of public policy development from issue identification to solution delivery.
To assess public affairs and policy as a distinct discipline.
To distinguish the similarities and differences of public relations to government relations and understand the need for balance.
To assess the relationship between public affairs and public policy.
To establish government relation strategies and public affairs strategies.
To clarify the roles and responsibilities of those involved in the policy development process.
To effectively identify and prioritise public relation issues.

Audience

This course is designed for anyone within the public affairs, public relations or government relations who wishes to develop their knowledge surrounding public policies. It would be most beneficial for:

Senior Executives
Government Relation and Public Affairs Managers
Executive Directors
Public Relation Officers
Data Analysts
Ministerial Committee Personnel
Policy Advisors
Strategy Managers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review established organisations who have successfully implemented public policies to highlight key features and possible areas for improvement.

To ensure the participants will develop a full and comprehensive understanding of the knowledge and related skills, they will partake in a variety of learning exercises. This includes seminars, discussions, individual and group activities. By working individually and in a group setting, participants will have the opportunity to practise their skills and offer and receive constructive criticism from others.

Summary

There are many factors that contribute to an organisation's success, and that's the management of public and government relations. Public policies are a crucial factor when it comes to organisations, and public and government relations must monitor policies to guarantee full compliance.

It is vital to understand how public policies are designed, their purpose, functions, and implementation process. There should also be close monitoring of the policy outcomes and performance to ensure it is working as intended. Being highly competent in these processes will allow for better insight on how the organisation can align themselves to the policy and continue to function efficiently.

To further guarantee an organisation's success, those involved need to establish effective public affairs and government relation strategies. These strategies will cover every area of an organisation to enable their productivity to improve alongside the new policies. They must be knowledgeable at the stages of public policy delivery and the 5-C protocols. Strategies can also aid in building stronger relationships with clients, stakeholders and the public.

Course Content & Outline

Section 1

Introduction to Policy
Defining public policy.
Describing the typical concepts, purpose, and principles of public policies.
Assessing the process of creating and implementing a public policy.
Evaluating the influences of formulating a public policy.
Who is responsible for creating and overseeing the performance of public policies.
Identifying any possible alternatives to public policies.

Section 2

Public Policy Delivery
The vitality of efficient policy delivery.
Identifying the various policy delivery models and their advantages and disadvantages.
Factors that may positively and negatively influence policy delivery.
Understanding the features and purpose of the 5-C protocol – content, context, clients/coalitions, commitments, and capacity.
Evaluating the success of a policy.

Section 3

Public Affairs
Explaining the role and purpose of public affairs.
Comprehending the consequences of poor public affairs management.
Analysing data and mapping the sociopolitical environment.
Typical influences of the political process.
Utilising public affair strategies to build public rapport, strengthen relationships with clients and get ahead of competitors.

Section 4

Public Affair and Government Relation Strategies
Planning the development process for strategies.
Identifying the goal, objectives, ideal outcomes, and potential risks.
Utilising government and media to achieve a goal.
Understanding the balance of public affairs, public relations and government relations and creating strategies that align with each.
Applying the implementation toolkit – communication, facilitation, sustainability, anticipation, and innovation.

Section 5

Government Relations
Identifying the need for public policies within government relations.
Typical frameworks used for successful government relation strategies and policies.
How effective public administration contributes to government relation success.
The domino effect of efficient and inefficient public policies on government relations.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.
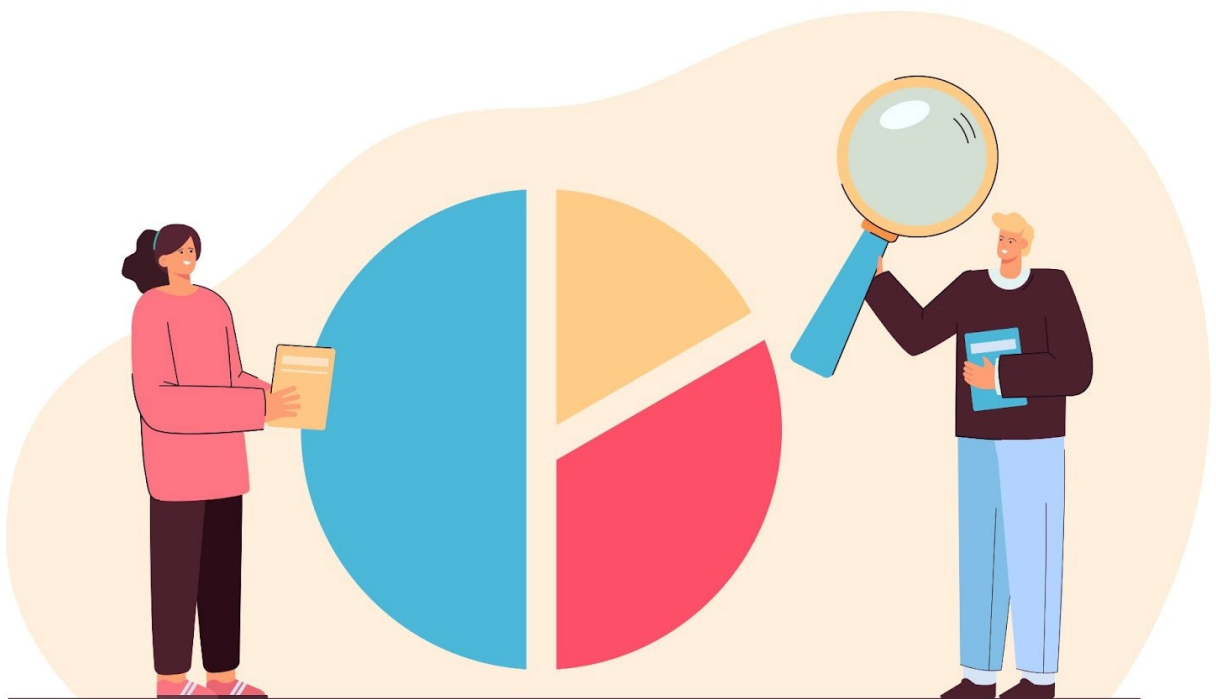
CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Government and NGOs

Tags

Related Articles

What Is Public Policy Analysis? A Comprehensive Guide

Dive into the world of public policy analysis to understand its significance in decision-making, stakeholder involvement, methodologies used, and the role of policy analysts in shaping effective policies.

YouTube Video

https://www.youtube.com/embed/bQ2hw2LWU2E?si=tVAn4R374RYvnL7l