

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 Public Policy

- What is public policy? Definitions, concepts, purposes, and guiding principles.
- The typical process of creating and implementing public policies.
- Key influences on policy formulation — internal and external factors.
- Understanding who is responsible for creating, overseeing, and evaluating public policies.

- Exploring possible alternatives and complementary approaches to traditional public policy.

Section 2: Delivering Public Policy Effectively

- Why efficient policy delivery matters for societal and organisational success.
- Models of policy delivery: their strengths, weaknesses, and appropriate use.
- Factors that enable or hinder successful policy delivery.
- The 5-C protocol (Content, Context, Clients/Coalitions, Commitments, Capacity) — understanding its role in effective delivery.
- How to evaluate the impact and success of a public policy.

Section 3: Strategic Public Affairs Management

- The role and importance of public affairs in shaping perceptions and outcomes.
- Risks and consequences of poor public affairs management.
- Mapping and analysing the sociopolitical environment using data-driven tools.
- Understanding how the political process influences public affairs.
- Using public affairs strategies to build trust, enhance relationships with stakeholders, and gain competitive advantage.

Section 4: Public Affairs and Government Relations Strategies

- Planning and developing effective public affairs and government relations strategies.
- Setting clear goals, objectives, desired outcomes, and anticipating potential risks.
- Leveraging relationships with government bodies and media to achieve objectives.
- Balancing public affairs, public relations, and government relations in a cohesive strategy.
- Applying the implementation toolkit — communication, facilitation, sustainability, anticipation, and innovation.

Section 5: Government Relations and Public Administration

- The importance of public policies in fostering successful government relations.
- Common frameworks for developing effective government relations strategies.
- How efficient public administration supports strong government relationships.
- The impact — positive and negative — of public policy efficiency 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.

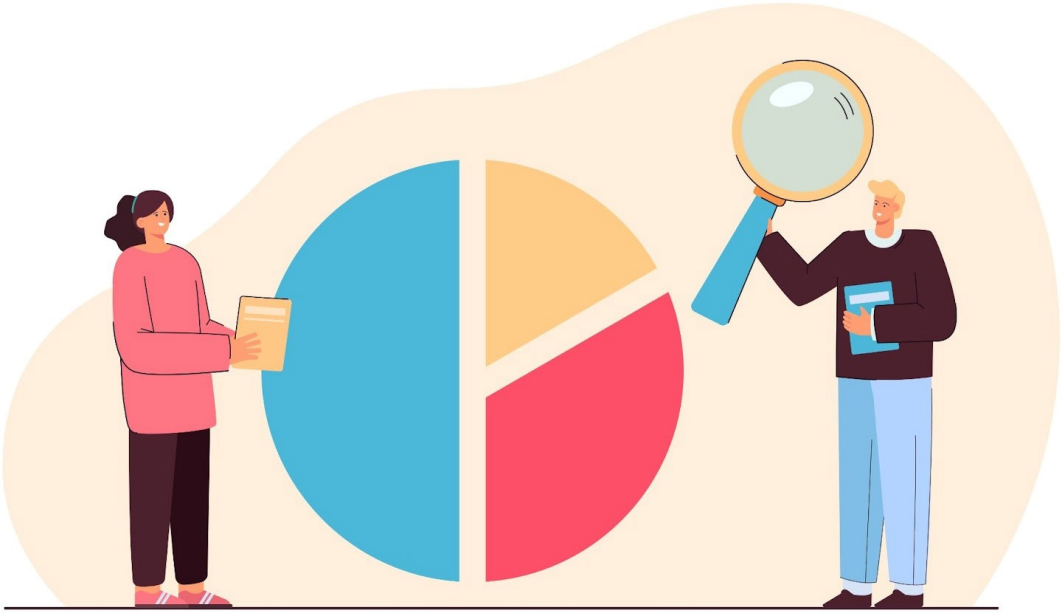
Categories

Government and NGOs, Customer Service & Public Relations (PR), Customer Service & Public Relations (PR)

Tags

government relations, government relations, Public Policies, Public Policies

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YouTube Video

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