XCELERATE TRAINING INSTITUTE

your learning & development partner

PUBLIC SECTOR MANAGEMENT

Advanced Government Relations, Public Policy and Public Affairs Training Course

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Barcelona	Classroom	**€4,800**
28 Jun – 2 Jul 2027	Live online	Online (live)	**€1,200**
6 – 10 Dec 2027	Live online	Online (live)	**€1,200**

Register or ask a question

Online: x8ti.com/course/advanced-government-relations-public-policy-and-publ…

+491631686678 · info@x8ti.com

Advanced Government Relations, Public Policy and Public Affairs Training Course

Introduction

This course by Xcelerate Training Institutes provides a comprehensive understanding of government relations, public policy, and public affairs. It explores the relationship between organizations, government, and stakeholders. By completing this course, participants will develop the skills and knowledge to excel in these fields and contribute to organizational success.

Learning Objectives

The primary goal of this course is to equip professionals with the skills and knowledge to effectively manage government relations, public policy, and public affairs. Participants will learn how to analyze information, identify challenges, and develop strategies to enhance organizational relationships with government and stakeholders. Additionally, the course aims to develop leadership and training capabilities to foster organizational growth and development.

Training Methodology

The course employs a practical and interactive approach, combining expert instruction, group activities, role-playing, and case studies. The training is tailored to the specific needs of participants and follows a "Do-Review-Learn-Apply" model.

Benefits for Your Organisation

By investing in this course, organizations can expect improved management of government relations and public affairs, enhanced organizational credibility, and stronger relationships with stakeholders. The course also provides tools for continuous improvement and knowledge sharing within the organization.

Benefits for You

Participants will gain a deep understanding of government relations, public policy, and public affairs. They will develop the confidence and skills to take on leadership roles and contribute to organizational success. The course also enhances problem-solving, decision-making, and communication abilities.

Who Should Attend

This course is designed for senior management, executives, managers, policy makers, auditors, stakeholders, government officials, and any professional seeking to build expertise in government relations, public policy, and public affairs.

Course Outline

The Master class in Government Relations, Public Policy and Public Affairs

This course explores the intricate relationship between organizations and governments, encompassing public policy formation and execution, as well as strategic communication.

The Necessity of Government Relations

This section underscores the critical role:

- Government relations in business operations,
- Emphasizing its influence on the operational environment
- Importance of comprehending government regulations
- Cultivation of trust and transparency

Determinants of Organizational Government Relations

This section delves into the factors shaping an organization's government relations strategy including:

- Economic conditions
- Regulatory freedom
- Government policies
- The ruling political party

Classifications of Public Policy

This section categorizes public policies into three primary types:

- Restrictive policies
- Regulatory frameworks
- Facilitative measures

Characteristics of Public Policy

This section outlines the key attributes of public policy such as:

- Goal orientation
- Government initiation
- Diverse forms
- Reflection of public concerns

Stages of Public Policy Development and Implementation

This section systematically examines the process of:

- Public policy creation and execution
- Encompassing problem identification
- Policy formulation
- Adoption
- Implementation
- Evaluation
- Termination

Objectives of Public Affairs Communication

This section defines the goals of public affairs communication including:

- Information dissemination
- Education
- Persuasion

- Motivation
- Relationship building
- Mobilization
- Integration

Advantages of a Public Affairs Strategy

This section highlights the benefits of a well-crafted public affairs strategy such as:

- Operational freedom
- Image and reputation management
- Cost efficiency

Obstacles in Public Affairs

This section identifies the challenges faced in public affairs including:

- Reputation management
- Increasing government involvement
- Client reputation
- Grassroots engagement
- Data management

Copyright and intellectual property
This course, "Advanced Government Relations, Public Policy and Public Affairs Training Course", is an original course by Xcelerate Training Institute. All materials, content and structure are the intellectual property of Xcelerate Training Institute. Reproduction, distribution or use of any part of this course without written consent is prohibited.

Registration Form

Advanced Government Relations, Public Policy and Public Affairs Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page