XCELERATE TRAINING INSTITUTE

your learning & development partner

PUBLIC RELATIONS

Government Communication Training Course

Communicating Policies and Services Clearly to Build Public Trust

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	PRT-105

Upcoming dates

Dates	Venue	Format	Fee
22 – 26 Feb 2027	Live online	Online (live)	€1,200
1 – 5 Mar 2027	Barcelona	Classroom	€4,800
14 – 18 Jun 2027	Berlin	Classroom	€4,800
2 – 6 Aug 2027	Live online	Online (live)	€1,200
20 – 24 Sep 2027	Cairo	Classroom	€3,600
27 – 31 Dec 2027	Casablanca	Classroom	€3,600

Register or ask a question

Online: x8ti.com/course/government-communication-training-course/

+491631686678 · info@x8ti.com

Government Communication Training Course

Introduction

Government entities must explain policies, promote services, respond to public concerns and manage crises, all while maintaining trust and accuracy. Citizens expect fast, clear and personal communication across digital channels.

This course covers the principles and practice of government communication: strategy, citizen insight, policy communication, digital channels, crisis communication and measurement, with examples from Gulf governments.

Learning Objectives

By the end of this course, participants will be able to:

- Understand the role and principles of government communication
- Gain citizen and stakeholder insight
- Communicate policies and changes clearly
- Use digital channels to engage the public
- Manage crisis and emergency communication
- Measure public understanding and trust

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse government campaigns and plan a public communication campaign.

Benefits for Your Organisation

- Clearer communication with citizens
- Greater public trust
- Higher uptake of government services
- Effective crisis communication

Benefits for You

- Government communication expertise
- Campaign planning skills
- Crisis communication readiness
- Understanding of citizen engagement

Who Should Attend

This course is designed for:

- Government communication officers
- Spokespeople for public entities
- Policy and strategy staff
- Digital government teams
- Media relations staff

Course Outline

Day 1: Principles of Government Communication

- Role of government communication
- Transparency, accuracy and trust
- Government communication in the Gulf
- Stakeholders and audiences
- Ethics and political neutrality

Day 2: Citizen Insight and Policy Communication

- Understanding citizens' needs
- Behavioural insights
- Communicating policies and regulations
- Plain language
- Multilingual communication

Day 3: Digital Engagement

- Government social media
- Digital campaigns
- Responding to the public online
- Misinformation and rumours
- Accessibility

Day 4: Crisis and Emergency Communication

- Crisis communication principles
- Public safety messaging
- Coordination between entities
- Spokesperson roles
- Simulation exercise

Day 5: Measurement and Planning

- Measuring awareness and trust
- Campaign evaluation
- Reporting to leadership
- Campaign planning workshop

- Action plan

Copyright and intellectual property
This course, "Government Communication 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

Government Communication 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