

Public relations and government communication

Keeping the Company Image Under Control at the Top

Introduction

Participants will gain a comprehensive understanding of the government relations role and the significance of having a clear communications plan for it by attending this Course N Carry training course on public relations & government communications. The business benefit that a strategic approach to government relations may provide at every point of the business cycle will become clearer to participants.

Understanding the function of government relations in attracting new business, establishing and enhancing a solid reputation, assisting with daily operations, handling change, and settling conflicts will be gained from this course.

This training session on Course N Carry emphasises:

- Analysis and reduction of political risk
- Operating licence; mapping stakeholders; new nation entry; lobbying and advocacy

Objectives

After completing this Course N Carry training programme, learners will understand:

- How to use a strategic approach to government interactions to add value to your business
- Comprehensive knowledge on how to assess, foresee, and mitigate political risks to your company
- The capacity to create and carry out a government relations plan that is appropriate for your needs in order to support your business
- Understanding a broad range of strategies and instruments will enhance your capacity to oversee government interactions in a multitude of contexts.
- Understanding your internal value chain and how to integrate the government relations role with other departments like project management, operations, finance, legal, and public relations to create synergies

Training Methodology

To promote optimal knowledge, comprehension, and retention of the content provided, this Course N Carry training course on government communications and public relations

will make use of a range of tried-and-true adult learning strategies. There will be a lot of interaction and participation in the daily workshops.

The interactive exercises and case studies included in this course will come from a variety of nations and circumstances. A realistic scenario-based practical business game will be the focus of one course day.

Organizational impacts

Delegates from organisations will benefit greatly from this course. Among them are:

- Increase knowledge of government relations best practices
- Boost your capacity to identify and reduce political risk
- Boost the organization's capacity to create and carry out successful government relations plans.
- Boost the organization's capacity to identify and comprehend its constituents
- Enhanced capacity to promote win-win outcomes
- Knowing the relationship between government communications and public relations and the internal value chain of the company, as well as how they truly provide value to it.

Personal Impact

This course will assist you in many ways, some of which are as follows:

- Your ability to employ a variety of government relations techniques and instruments will improve.
- You'll learn more about international developments in government interactions.
- You will gain knowledge of several methods for assessing and reducing political risk.
- Your ability to put government relations plans into practice will improve.
- You will gain knowledge about working cooperatively with coworkers throughout your internal value chain.
- You will pick some reliable public relations tactics that are very adaptable.

Who should attend?

A wide range of professionals who are interested in learning about government relations will benefit from this Course N Carry training course, including (but not limited to):

- Managers of Government Relations; Political Risk Analysts
- Managers of Corporate Affairs
- Managers of External Relations
- Managers of Corporate Social Responsibility

• Public Relations Experts

- Managers of Countries
- Managers of assets, projects, and operations
- Managers of New Ventures
- Managers of Business Development
- Experts in Finance and Taxation
- Attorneys Risk Supervisors

Course Outline

Day 1

Overview of Successful Government Relations

- What Does Effective PR Mean in the 'Social' Age of 24/7/365?
- What does effective government relations entail?
- The Business Argument in Support of the Government Relations Talk: To what extent does the government affect your business?
- Morals and Guidelines
- How can one go about doing government relations honourably?
- Legal Considerations
- Risk to Reputation
- Trends in Reputation Management

Day 2

An Overview of Effective Government Relations

- What Does the 'Social' Age of 24/7/365 Mean for Effective PR?
- What makes government relations effective?
- The Business Case for the Government Relations Talk: How much of an impact does the government have on your company?
- Ethics and Principles
- How can one conduct government relations in an ethical manner?
- Legal Aspects to Take into Account
- Danger to One's Image
- Reputation management trends

Day 3

Government Relations: Useful Applications and Novel Prospects

- Acquisitions and Mergers
- Develop and bolster your reputation
- Developing and Sustaining Sustainable Partnerships with Communities and Governments through Stakeholder Mapping
- Monitoring Transformation
- The Shift Equation: Promotion and Advocacy
- Recognising the Goals and Motives of Government Stakeholders
- Making the Case for Change Handling Conflict Resolution
- Business Diplomacy: Handling Conflict Resolution with Local Communities, Government, and Other Parties
- Performing Research and Developing Win-Win Solutions

Day 4

The Elements of a Government Relations Strategy

- Plans and Strategies from the Government Relations Toolbox
- Implementation: Tracking Outcomes and Evaluating Performance: Tools and Strategies
- High-Level Participation in the Policy Discussion, Teamwork with Others, Resolving Issues, and Collaboration with Other Functions
- Tax: The Function of the Media, Including Social Media; The Role of CSR
- The organisation of public relations
- In the organisational chart of the corporation, where does government relations belong?
- What constitutes an effective government relations department?
- Knowledge and Experience of Managers of Government Relations

Day 5

The Case Study on Government Relations

- On this day, participants will be able to apply their knowledge of government relations to a practical situation. Participants will get the chance to practise using a variety of government relations techniques and resources. They will be able to witness the effects of things in a made-up but plausible setting.

First Session

- Case Study Overview
- Examination of Risks
- Influence Matrices for Decision-Making Stakeholder Mapping
- Strategy for Government Relations

Second Session

- Developing the Operating Licence and Putting the Plan Into Practice

- Controlling Expectations: Compliance with the Government Early Warning Indications of Problems

Third Session

- Political Unrest Protests and Strikes
- Fresh Possibilities
- Fresh Collaborations
- Concluding Discussion
- What does excellence in Government Relations look like?

Lessons Learned and Conclusion Q&A