

Effective Public Affairs Management

COURSE OVERVIEW

This course provides a thorough analysis of public affairs management, focusing on the strategies and skills needed to effectively navigate the complex dynamics between public policy, stakeholder engagement, and organizational objectives. Participants will explore how public affairs management can shape public perception, influence policy decisions, and enhance organizational reputation. Additionally, the course will cover best practices for interacting with a wide array of stakeholders, including government officials, media representatives, and community groups.

WHO SHOULD ATTEND?

This course is perfect for public affairs and public relations professionals, government relations experts, corporate communication managers, policy analysts, and individuals looking to broaden their understanding of public affairs management.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- The key principles and concepts of public affairs management.
- Identifying and analyzing key stakeholders and their influence on public policy.
- Developing strategic communication plans for engaging stakeholders effectively.
- Engaging with government officials and regulatory bodies proficiently.
- Utilizing advocacy techniques to successfully influence public policy outcomes.
- Measuring and evaluating the effectiveness of public affairs initiatives.
- Managing crises and navigating sensitive issues in the public affairs landscape.
- Understanding emerging trends and challenges in public affairs management.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- How successful organizations influence public policy and shape public opinion
- Case studies on high-impact public affairs campaigns and their outcomes
- Frameworks for mapping stakeholders and managing influence in complex policy environments
- Practical tools for crafting advocacy strategies that align with business goals
- How to build lasting relationships with policymakers, regulators, and the media
- Crisis-tested communication models for navigating reputational risk
- Techniques to measure public affairs ROI and track policy engagement impact

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded