

## Modern Public Affairs and Stakeholder Engagement Strategy

### COURSE OVERVIEW

Modern Public Affairs and Stakeholder Engagement Strategy is a comprehensive course covering strategic stakeholder identification, analysis, engagement, and communication techniques tailored to various organizational contexts, including government relations, corporate communications, and community outreach. It is designed to equip professionals with the skills and knowledge necessary to effectively manage public affairs and build meaningful relationships with diverse stakeholder groups. Participants will learn to develop integrated public affairs strategies that enhance reputation, influence policy, and foster trust among key audiences. Emphasis is placed on adapting to evolving media landscapes, handling crises, and leveraging digital tools for impactful engagement.

### WHO SHOULD ATTEND?

This course is ideal for public affairs professionals, corporate communications specialists, government relations officers, policy advisors, PR managers, and business leaders responsible for navigating complex stakeholder landscapes. It is also beneficial for consultants, non-profit leaders, community engagement coordinators, and anyone involved in strategic communication, reputation management, or advocacy seeking to deepen their understanding of stakeholder dynamics and public affairs strategies.

### COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Conduct thorough stakeholder mapping and analysis to identify key influencers and interests.
- Develop and implement effective stakeholder engagement and communication plans.
- Navigate public affairs challenges, including crisis communication and media relations.
- Utilize digital platforms and social media for enhanced stakeholder interaction and campaign reach.
- Build and sustain mutually beneficial relationships with government, community, and media stakeholders.
- Integrate ethical considerations and transparency into public affairs strategies.
- Measure and evaluate the impact of stakeholder engagement initiatives.

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Principles and practices of modern public affairs management.
- Techniques for stakeholder identification, prioritization, and engagement.
- Strategies for building government, community, and media relations.
- Crisis communication and reputation management best practices.
- Leveraging digital and social media for strategic communications.
- Ethical leadership and transparency in public affairs.
- Case studies and real-world scenarios illustrating successful stakeholder engagement.
- Tools for planning, executing, and evaluating public affairs campaigns.

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