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Course Name

Advanced Skills of Government Relations Specialists

Sector Name

HR Strategy and Training

Sector Name

Management And Leadership

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Advanced Skills of Government Relations Specialists

Course Introduction

The Advanced Skills of Government Relations Specialists course is designed to help professionals strengthen their expertise in managing strategic relationships between organizations and government institutions. Effective government relations play a critical role in navigating regulatory environments, influencing public policy, and maintaining productive partnerships with governmental stakeholders.

This course focuses on government relations strategies, policy communication, stakeholder engagement, regulatory affairs, and public sector collaboration. Participants will learn how to analyze policy developments, manage communication with government officials, and support organizational objectives through effective government affairs practices.

By mastering advanced government relations skills, professionals can enhance their ability to represent organizational interests, maintain regulatory compliance, and build constructive relationships with policymakers and public institutions. This course is ideal for government relations specialists, public affairs professionals, corporate affairs managers, policy advisors, and executives responsible for regulatory and public sector engagement

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Target Audience

- ✓ Government Affairs Professionals
- ✓ Policy Analysts and Advisors
- ✓ Advocacy and Public Affairs Specialists
- ✓ Corporate Relations and Communications Managers
- ✓ NGO and Non-Profit Leaders involved in advocacy
- ✓ Public Policy Practitioners
- ✓ Business Leaders and Executives engaging with government entities
- ✓ Community Relations Officers
- ✓ Lobbyists and Advocacy Consultants

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Learning Objectives

- ✓ Demonstrate the key Characteristics of Governmental Public relations.
- ✓ Understand why public relations is big business.
- ✓ Understand PR fundamentals.
- ✓ Media Relations Recognize the communication importance.
- ✓ Understand the communication process model.
- ✓ Identify barriers to effective communication.
- ✓ Recognize and assess his own communication style.
- ✓ Understand how his behavior impacts others and the way others respond to him.
- ✓ Choose words that are appropriate for a particular situation.
- ✓ Use verbal and nonverbal techniques.
- ✓ Deal with conflict and build group commitment.
- ✓ Work with difficult people. Solve problems and implement solutions.
- ✓ Plan to make productive and ethical use of organizational politics.
- ✓ Choose the best solution from the available alternatives.
- ✓ Decide when to engage in a negotiation and when to ignore the negotiation option.
- ✓ Plan the content of any negotiation.

✓ Recognize the stages of negotiation and determine appropriate behavior to utilize in each stage. Understand the role culture plays in negotiation.

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Course Outline

✓ 01 Day One

Public Relations (PR): An Introduction:

- ✓ PR Fundamentals.
- ✓ Preparing the PR plan.
- ✓ PR Delivery Options.
- ✓ Media Relations.

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Course Outline

✓ 02 Day Two

PR Skills:

- ✓ Communication and Interpersonal Skills:
- ✓ Importance.
- ✓ Elements.
- ✓ Methods.
- ✓ Obstacles.
- ✓ Verbal and Non-Verbal Communication Skills as a Tool to Create Shared Meaning.

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Course Outline

✓ 03 Day Three

Dealing with Difficult People.

- ✓ Identify the types of difficult people.
- ✓ Understand why difficult people are difficult.
- ✓ Deal with difficult people. Use your communication skills.
- ✓ Give and receive feedback effectively.
- ✓ Improve performance and manage others

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Course Outline

✓ 04 Day Four

Carry out disciplinary procedures and interviews.

- ✓ An action plan of how to deal effectively with difficult people and get results.
- ✓ Negotiation.
- ✓ Introduction to the Negotiation Process.
- ✓ Planning the Content of Negotiation.
- ✓ Negotiation Stages

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Course Outline

✓ 05 Day Five

Communication Styles.

- ✓ Persuasion.
- ✓ Strategies for Negotiation.
- ✓ Negotiating with a Team.
- ✓ Negotiation Ploys and Tactics.
- ✓ Fostering group creativity is a group’s attempt to solve problems.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 19, 2027	April 23, 2027	5 days	4950.00 $	England , London
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 $	UAE , Dubai
Nov. 23, 2026	Nov. 27, 2026	5 days	5950.00 $	Switzerland , Zurich
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 $	KSA , Riyadh

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