



External Training Course

Masterclass in Public Policy, Public Affairs and Government Relations

From 15 Jan. To 19 Jan. 2024

From 12 Feb. To 16 Feb. 2024

From 29 Apr. To 03 May 2024

NH Collection Milano, Milan, Italy

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INTRODUCTION

This Masterclass in Public Policy, Public Affairs and Government Relations training course provides a framework for Public Policy development, which will help enhance the learner's knowledge and understanding on how Public Policies are designed, the mechanics of Policy-making used by Governments to analyze and monitor the delivery of Policy outcomes. This training course will provide insight into the distinction between Public Policy and Public Administration. This training course will give an introduction to the key elements of Public Affairs, help clarify the roles, duties and responsibilities of the Government relations function which is becoming an indispensable one in all corporates and organizations whether private, public or state owned. This training course will help differentiate between Government Relations and Public Affairs roles and establish the fit of both into the Public Policy process as well their interactions within the broader term of Public Relations. This training course will highlight:

- Public Policy Landscape.
- Public Policy Development and Delivery Process.
- Role and Purpose of Public Affairs.
- Public Affairs Strategy.
- Government Relations Function.
- Government Relations versus Public Affairs.
- Public Policy versus Public Administration.

OBJECTIVES

At the end of this training course, you will be able to:

- Navigate the stages of Public Policy development process from issue identification to solutions delivery and evaluation.
- Gain an overview of Public Affairs as a distinct discipline.
- Learn about the building blocks of a Public Affairs Strategy.
- Learn about the need to develop and implement a Government Relations Strategy.
- Distinguish between Public Relations and Government Relations.
- Understand the interaction between Public Affairs and Public Policy.

COURSE AGENDA & OUTLINE

DAY 1: Public Policy

- What is Public Policy.
- Basic Concepts of Public Policy.
- Public Policy Process.
- Policy Formulation.
- Generation of Policy Alternatives.
- Policy Making.

DAY 2: Public Policy Delivery

- Policy Delivery.
- Policy Delivery Models.
- Policy Delivery Challenges.
- The 5-C Protocol.
- Policy Evaluation.

DAY 3: Public Affairs

- Overview of Public Affairs.
- Role and Purpose of Public Affairs.
- Mapping the Sociopolitical Environment.
- Influence on the Political Process.
- Role of Public Affairs Professionals.
- Planning Public Affairs Strategy.

DAY 4: Public Affairs Strategy

- Developing a Public Affairs Strategy.
- Media Strategies.
- Government Strategies.
- Implementation Tool Kit.
- Public Policy and Public Affairs.
- Moving forward in Public Affairs.

DAY 5: Public Policy, Public Affairs and Government Relations

- Need for Government Relations.
- Building a Government Relations Strategy.
- Elements of Implementation.
- Lobbying Frameworks.
- Public Affairs and Government Relations.
- Public Policy and Public Administration.