



## **External Training Course**

# **Strategic Public Affairs and Government Relations Programme**

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**From 27 Oct. To 31 Oct. 2025**

**From 17 Nov. To 21 Nov. 2025**

**From 22 Dec. To 26 Dec. 2025**

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## **External Training Course:**

### **Strategic Public Affairs and Government Relations Programme**

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**Fees: 1950 KD**

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## **Course Overview:**

This Strategic Public Affairs and Government Relations Programme, covers the overall techniques and practices for engaging with Policymakers as part of a systematic strategy to influence Government Policy and Shape Legislation. This training course will allow participants to learn how to bring into play those Practices in a number of areas, to promote the Public image of the organization through the promotion of a single cause or thought. This training course will also help delegates know how to generate Media Coverage and Campaigns for leverage in Government Relations. This training course will address the Lobbying practice in a comprehensive manner, with its various Frameworks and their applicability on different situations. The class will end by discussing the key factors that could impact the success of Public Affairs Training courses during its implementation.

This Strategic Public Affairs and Government Relations Programme will highlight:

- Fundamental Principles of Public Affairs and Government Relations.
- Creating a Public Affairs Strategy.
- Practical implementation of Strategy Training courses.
- Development of relationships with Government Officials.
- Various Lobbying Frameworks and when to use each.
- How to design and execute effective Media Activities and Campaigns.

## **Course Objectives:**

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

- Identify how, where and when to engage in the Policy and Legislative process.
- Develop a strategy to integrate Public Affairs in support of your business.
- Conduct Meetings with high-level Government Officials.
- Engage with the Media and create needed Public Opinion.
- Use Social Media Tools and Platforms as an emerging Public Affairs practice.

## **Training Methodology:**

A highly interactive masterclass, where all delegates will be encouraged to engage and participate, share and gain from each other's knowledge and experience. This training course will use a range of approaches to learning, including experiential group activities, individual exercises, case studies and syndicate discussions.

## **Organisational Impact:**

This training course is of direct relevance to Public Sector, Government and Non-Governmental entities and authorities which can achieve improvements in their operations through:

- Effective planning for a Public Affairs Strategy.
- Deciding which Practices will be used in every context.
- Integrating Public Affairs with other organizational disciplines .
- Using Public Affairs to serve Business Objectives and resolve Conflicts.
- Build necessary Campaigns to shape your Policy and Legislative environment.

## **Personal Impact:**

This training course will benefit participants by gaining knowledge that will enable them to have a better understanding on:

- Their Roles and Responsibilities within their respective functions.
- How to Develop and Execute a fitting Public Affairs Strategy.
- How to Establish an adequate Government Relations Function.
- How to synthesize adequate Practices in implementation.
- Master and Execute the main Public Affairs Lobbying Techniques.

## **Who Should Attend?**

This training course is designed for those who might be new to this discipline, and will serve as useful building blocks for those already active in this area. The success of Public Affairs in any organization will involve people from a number of disciplines, this training course is equally relevant to those involved in the wider application of Public Affairs as well as those Senior figures and Executives who need to engage with Government, Legislators and Politicians for work. This training course is recommended for managers tasked with overseeing Strategic Government and Public Affairs:

- Ministerial & Ministerial Committee Levels.
- Governing Body & CEO Levels.
- Executive Management and Directors.
- Government Relations Officers.
- Public Affairs Officers / Professionals.
- Public Relations Officers / Professionals.
- Policy Makers / Officers / Analysts / Professionals.

## **Course Contents & Outline:**

### **Day 1: Foundations of Public Affairs and Government Relations**

- Introduction to Public Affairs: Concepts, Scope, and Evolution.
- The Intersection of Public Affairs, Government Relations, and Policy Advocacy.
- Global and Regional Perspectives on Public Affairs Practices.
- The Role of Government Relations in Corporate and Nonprofit Sectors.
- Mapping the Political and Regulatory Environment.
- Stakeholder Identification and Power Analysis.

### **Day 2: Building Strategic Government Relations**

- Principles of Engaging with Policymakers and Government Institutions.
- Frameworks for Lobbying and Advocacy (Ethics and Compliance).
- Government Relations Tools: Consultations, Committees, Policy Forums.
- Establishing Long-Term Relationships with Key Decision-Makers.
- Case Studies: Successful Government Engagement Strategies.
- Practical Exercise: Stakeholder Mapping & Influence Strategies.

### **Day 3: Public Affairs Campaigns and Policy Influence**

- Designing Effective Public Affairs Campaigns.
- Policy Advocacy vs. Public Advocacy: Understanding the Difference.
- Communication Tools for Advocacy (Media, Social Media, Direct Lobbying).
- Crafting Persuasive Messages for Policymakers and the Public.
- Coalition-Building and Partnerships in Advocacy Campaigns.
- Simulation Workshop: Drafting a Public Affairs Strategy.

### **Day 4: Risk, Crisis, and Reputation Management in Public Affairs**

- Risk Assessment in Public Policy and Regulatory Engagement.
- Managing Crises in Government Relations (Reputation & Trust).
- The Role of Transparency and Accountability in Public Affairs.
- Compliance with Lobbying and Political Contribution Regulations.
- Monitoring and Evaluating Public Affairs Performance.
- Group Work: Developing a Crisis Response Strategy for a Policy Issue.

### **Day 5: Future Trends and Practical Applications**

- Emerging Trends in Public Affairs and Government Relations.
- The Role of Digital Tools and Data Analytics in Policy Engagement.
- Global Governance, International Institutions, and Cross-Border Advocacy.
- Leadership in Public Affairs: Skills for Policy Influence.
- Best Practices from Global Case Studies.
- Capstone Exercise: Presenting a Comprehensive Public Affairs & Government Relations Plan.

## **Course Agenda:**

### **(1<sup>st</sup> Day) Agenda**

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Discuss the main points of the training course:</u> <ul style="list-style-type: none"> <li>• Foundations of Public Affairs and Government Relations.</li> <li>• Building Strategic Government Relations.</li> <li>• Public Affairs Campaigns and Policy Influence.</li> <li>• : Risk, Crisis, and Reputation Management in Public Affairs.</li> <li>• Future Trends and Practical Applications.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Foundations of Public Affairs and Government Relations:</u> <ul style="list-style-type: none"> <li>• Introduction to Public Affairs: Concepts, Scope, and Evolution.</li> <li>• The Intersection of Public Affairs, Government Relations, and Policy Advocacy.</li> <li>• Global and Regional Perspectives on Public Affairs Practices.</li> <li>• The Role of Government Relations in Corporate and Nonprofit Sectors.</li> <li>• Mapping the Political and Regulatory Environment.</li> <li>• Stakeholder Identification and Power Analysis.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

### **(2<sup>nd</sup> Day) Agenda**

9.00	11.30	<u>Building Strategic Government Relations:</u> <ul style="list-style-type: none"> <li>• Principles of Engaging with Policymakers and Government Institutions.</li> <li>• Frameworks for Lobbying and Advocacy (Ethics and Compliance).</li> <li>• Government Relations Tools: Consultations, Committees, Policy Forums.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Building Strategic Government Relations:</u> <ul style="list-style-type: none"> <li>• Establishing Long-Term Relationships with Key Decision-Makers.</li> <li>• Case Studies: Successful Government Engagement Strategies.</li> <li>• Practical Exercise: Stakeholder Mapping &amp; Influence Strategies.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (3<sup>rd</sup> Day) Agenda

9.00	11.30	<u>Public Affairs Campaigns and Policy Influence:</u> <ul style="list-style-type: none"> <li>• Designing Effective Public Affairs Campaigns.</li> <li>• Policy Advocacy vs. Public Advocacy: Understanding the Difference.</li> <li>• Communication Tools for Advocacy (Media, Social Media, Direct Lobbying).</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Public Affairs Campaigns and Policy Influence:</u> <ul style="list-style-type: none"> <li>• Crafting Persuasive Messages for Policymakers and the Public.</li> <li>• Coalition-Building and Partnerships in Advocacy Campaigns.</li> <li>• Simulation Workshop: Drafting a Public Affairs Strategy.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (4<sup>th</sup> Day) Agenda

9.00	11.30	<u>Risk, Crisis, and Reputation Management in Public Affairs:</u> <ul style="list-style-type: none"> <li>• Risk Assessment in Public Policy and Regulatory Engagement.</li> <li>• Managing Crises in Government Relations (Reputation &amp; Trust).</li> <li>• The Role of Transparency and Accountability in Public Affairs.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Risk, Crisis, and Reputation Management in Public Affairs:</u> <ul style="list-style-type: none"> <li>• Compliance with Lobbying and Political Contribution Regulations.</li> <li>• Monitoring and Evaluating Public Affairs Performance.</li> <li>• Group Work: Developing a Crisis Response Strategy for a Policy Issue.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (5<sup>th</sup> Day) Agenda

9.00	11.30	<u>Day 5: Future Trends and Practical Applications:</u> <ul style="list-style-type: none"> <li>• Emerging Trends in Public Affairs and Government Relations.</li> <li>• The Role of Digital Tools and Data Analytics in Policy Engagement.</li> <li>• Global Governance, International Institutions, and Cross-Border Advocacy.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Day 5: Future Trends and Practical Applications:</u> <ul style="list-style-type: none"> <li>• Leadership in Public Affairs: Skills for Policy Influence.</li> <li>• Best Practices from Global Case Studies.</li> <li>• Capstone Exercise: Presenting a Comprehensive Public Affairs &amp; Government Relations Plan.</li> </ul>
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch