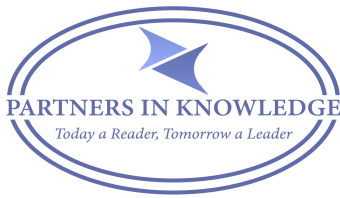




ESSENTIALS IN GOVERNMENT RELATIONS & STAKEHOLDERS

PIK512-1225 LON-2





Place: London (UK)

Venue:

Start Date: 16-12-2025

End Date: 29-12-2025

PPP: £5550



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**If you can't train them,
you can't blame them!**

Short Description:

This training program is a must-have class introducing the fundamentals of the interconnection between the Government's public policies and all stakeholders. Being the main instrument to respond to diverse public challenges, there appear to be an increase in quantity and complexity that this course tries to address. This program provides participants with a general overview of the topic divided into two modules: 1. Module 1 addresses Government's public policy analysis and focus on introducing the various approaches to policymaking, including public policy theories, ideologies and contexts thus having a better understanding of what governments do. 2. Module 2 identifies the underlying best practices in PPP formats (Public-Private-Partnership) and how they have evolved in this process. The concept of PPP obligates a more collaborative relationship between both sectors, fostered by openness and trust. This presents a major shift from the traditional arms-length approach to procuring services and executing projects. Well designed, feasible relationships between the government and all the stakeholders attract greater interest amongst potential investors and demonstrate the potential benefits to moving forward.

Course Overview:

COURSE OBJECTIVES:

At the end of this program, participants will be able to:

1. Understand the basic concepts and key terms of Government's Public Policy.
2. Assess the positioning of Government's Public Policy with other institutions.
3. Appreciate the inter-relation of Public Policy, Public Administration and Governance.
4. Outline the major challenges facing Policy Making Government/Stakeholders.

TARGETED AUDIENCE:

- Senior Management and Middle Management.
- Senior Government Officers.



- Officers.
- Executive Management and Directors.
- Ministerial & Ministerial Committee Levels.
- Governing Body & CEO Levels.

Program Outline:

COURSE OUTLINE:

MODULE I: Public Policy, Governance & Administration

Unit 1: Introduction to Public Policy

1. What is Public Policy?
2. Basic Concepts of Public Policy.
3. Why Governments use Public Policy?
4. Public Policy Theories, Ideologies and Contexts.
5. Government Public Policy in Different Substantive Fields.

Unit 2: Public Policy Development Process

1. Problem Identification and Definition.
2. Policy Formulation.
3. Information Research & Information Analysis.
4. Policy Design.
5. Policy Recommendations.

Unit 3: Public Policy Development Process

1. Policy Planning & Decision Making.
2. Policy Implementation.
3. Policy Monitoring.
4. Policy Evaluation.
5. Policy Maintenance / Termination.

Unit 4: Public Governance, Public Administration

1. Governance in the Public Sector.
2. Principles of Good Governance.

3. Governance Framework.
4. Public Management Structure.
5. Public Policy, Governance & Administration Interplay.

Unit 5: Public Policy and Politics

1. Government Governance
2. Do Policies Determine Politics
3. Classification of Public Policy Types
4. Dimensions Distinguishing Policy-Politics Relations
5. Policy Institutions

MODULE II: PPP (Public-Private-Partnership)

Unit 6: Defining Public-Private Partnerships and Setting the Framework & Structure

1. Rationale, aim, and motivation for engaging PPP.
2. Key phases of the PPP project process.
3. The structure of the PPPs.
4. Different types of PPPs.
5. The four levels of preparation and implementation.

Unit 7: Key Decision Criteria to Identification of PPP Projects, PPP Screening & Cost-Benefit Analysis

1. Public investment delivery model.
2. Analysis of cost benefits of a PPP relationship.
3. How to get value for money in PPP projects.
4. Market potential.
5. The capacity of assuming long term commitments.

Unit 8: Personal and Professional Conduct

1. Etiquette for formal occasions.
2. Handling difficult personalities.
3. Choices for dealing with various behaviors.
4. International business etiquette.
5. Customs and cultural sensitivity awareness.



Unit 9: Sources of International Public Relations

1. Some international media organizations or The National press agency.
2. Types of consulting companies.
3. Advantages of using an international public relations consulting firm.
4. Disadvantages of using a consulting firm.
5. Q/As session.

Unit 10: Moral & Legal Aspects for Government/Stakeholders relationship

1. Ethical aspects.
2. Contracts and Commercial Fraud.
3. The effectiveness of the law and continuity.
4. Ownership and transfer of copyrights.
5. Literary rights and licensing of work copies.