

# Government Communication & Public Relations

## INTRODUCTION

- This training course on Government Communications & Public Relations will provide participants with a thorough understanding of the government relations function, and the importance of having a clear communications strategy for it. Participants will gain an understanding of the business value that a strategic approach to government relations can deliver at all stages of the business cycle.
- This course will provide insight into the role government relations plays in winning new business, building and reinforcing a strong reputation, supporting operations, managing change and resolving disputes.

This training course will highlight:

- Political risk analysis and mitigation
- License to operate
- Stakeholder mapping
- New country entry
- Advocacy and lobbying

## OBJECTIVES

By the end of this training course, participants will learn:

- How to create value for your business by using a strategic approach to government relations
- In-depth insight into how to analyse, anticipate and overcome political risks facing your business
- The ability to develop and implement a fit for purpose government relations strategy to support your business needs
- Knowledge of a wide range of tools and tactics to that will improve your ability to manage relations with government in a wide variety of situations
- Insight into your internal value chain and how synergies can be created between the government relations function and other functions such as Project Management, Operations, Finance, Legal and Public Relations

## ORGANISATIONAL IMPACT

Organizations stand to gain many benefits by sending delegates on this course. These include:

- Enhance awareness of best practice in government relations
- Improve the ability to analyse and mitigate political risk
- Improve the organization's capability for designing and implementing effective government relations strategies
- Improve the organisation's capability to map and understand its stakeholders
- Improve ability to advocate for win-win solutions
- An understanding of how Government Communications and Public Relations adds true value for an organisation and how it links with the organization's internal value chain

## PERSONAL IMPACT

There are a number of ways in which you will benefit from this course, amongst these are;

- You will gain an enhanced capability to use a wide range of government relations tools and strategies
- You will get an increased knowledge of global trends in government relations
- You will learn different approaches to analysing and mitigating political risk
- You will develop your skills in being able to implement government relations strategies
- You will learn how to collaborate with colleagues across your internal Value Chain
- You will learn trusted techniques in Public Relations skills, which are highly transferable

## WHO SHOULD ATTEND?

- Government Relations Managers
- Political Risk Analysts
- Corporate Affairs Managers
- External Relations Managers
- Corporate Social Responsibility Managers
- Public Relations Professionals
- Country Managers
- Asset Managers
- Project Managers
- Operations Managers
- New Venture Managers
- Business Development Managers
- Finance and Tax Professionals
- Lawyers

## Course Outline

### Introduction to Effective Government Relations

- What is Effective PR in the 24/7/365 'Social' Age?
- What is effective Government Relations?
- The Business Case for Government Relations
- Discussion: How important is government to your business?
- Ethics and Principles
- How to conduct Government Relations with integrity?
- Legal Aspects
- Reputation Risk
- Reputation Management
- Trends

### Political Risk Analysis and Mitigation

- Introduction to Political Risk
- Stakeholders: Agendas and Drivers
- Personality Types
- Learning & Communication Styles
- Analysing Political Risk
- Global Issues and Trends
- Strategies for Mitigating Political Risk

### Effective Applications of Government Relations New Opportunities

- New Country Entry
- Expanding Existing Operations
- Mergers and Acquisition

### Build and Strengthen Reputation

- Stakeholder Mapping
- Creating & Maintaining Sustainable Relations with Governments and Communities

### Managing Change

- The Change Equation
- Advocacy and Lobbying
- Understanding Government Stakeholder Agendas and Drivers
- Building a Case for Change



- Business Diplomacy
- Resolving Disputes with Government, Local Communities, and other Stakeholders

## The Government Relations Toolbox

- Strategies and Plans
- Elements of a Government Relations Strategy
- Implementation<sup>[1][1]</sup><sub>[SEP]</sub>
- Monitoring Results and Assessing Performance<sup>[1][1]</sup><sub>[SEP]</sub>

## Tools and Tactics

- High Level Engagement
- Engaging in the Policy Debate<sup>[1][1]</sup><sub>[SEP]</sub>
- Joining Forces with Others<sup>[1][1]</sup><sub>[SEP]</sub>
- When Things Go Wrong<sup>[1][1]</sup><sub>[SEP]</sub>

## Synergy with other Functions

- Tax<sup>[1][1]</sup><sub>[SEP]</sub> Role of Media including Social Media
- Role of Corporate Social Responsibility
- Public Relations<sup>[1][1]</sup><sub>[SEP]</sub>

## Organisation

- Where does Government Relations fit in the company's org chart?
- What does a fit-for-purpose Government Relations department look like?
- Skills and Experience of Government Relations Managers

## The Government Relations Case Study

- This day will allow attendees to bring their Government Relations expertise to bear on a realistic scenario. Attendees will have the opportunity to put into practice a range of Government Relations strategies and tools. They will be able to experience the impact of these in a fictional but realistic scenario.

## Session 1

- Case Study Introduction
- Risk Analysis
- Stakeholder Mapping
- Decision-Making
- Influence Matrices
- Government Relations Strategy

## Session 2

- Building the License to Operate
- Implementing the Strategy
- Managing Expectations
- Alignment with the Government
- First Signs of Trouble

## Session 3

- Political Instability
- Strikes and Protests
- New Opportunities
- New Partnerships

## Concluding Discussion

- What does excellence in Government Relations look like?
- Lessons Learned and Conclusion
- Q&A

