Strategic Public Relations for Government & Public Affairs Training Course

05 - 09 Oct 2026

Berlin

4900 € (Per Person)

Ref: #PR8771_496808

Course Introduction / Overview:

In the public sector, effective communication is essential for building public trust and ensuring that citizens are well-informed. This course, offered by BIG BEN Training Center, is designed to give you the skills to develop and execute powerful public relations strategies in a government and public affairs context. We will explore key ideas from academic authors like Craig VanSlyke, known for his research on strategic public relations and public sector communication. We will also draw on frameworks presented in books like "Government Public Relations: A Reader" edited by John W. Hill and Craig VanSlyke. The program covers everything you need to know about communicating policy, managing media relations during a crisis, and engaging with the public. We will focus on the unique challenges of public sector communication, including transparency, accountability, and the complexities of dealing with multiple stakeholders. By the end of this course, you'll be able to create a public relations plan that is not only effective but also ethical and transparent.

Target Audience / This training course is suitable for:

- Public relations and communications staff in government agencies.
- Public affairs and legislative affairs professionals.
- Spokespeople and press secretaries.
- Communications staff for politicians and elected officials.
- Non-profit and NGO leaders working with the public sector.
- Anyone responsible for public messaging in a government-related role.

Target Sectors and Industries:

- Government agencies and public sector.
- Non-profit organizations and associations.
- Public affairs and political consulting firms.
- Diplomacy and international relations.
- Education and public health.
- Law enforcement and civil service.
- Any organization with a strong connection to public policy.

Target Organizations Departments:

- Public Affairs.
- Public Relations.
- Corporate Communications.
- Legislative Affairs.
- Intergovernmental Relations.
- Community Relations.
- Public Information Office.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic public relations plan for a government agency or public office.
- Communicate complex policy information to a diverse public audience.
- Manage media relations and public messaging during a crisis.
- Build and maintain public trust and credibility.
- Navigate the political and ethical complexities of government communication.
- Use digital channels to engage with citizens and stakeholders.
- Measure the impact of public affairs campaigns on public opinion.
- Master the art of compelling public announcement.

Course Methodology:

Our training uses a practical, hands-on approach that prepares you for the unique challenges of government public relations. We go beyond theoretical concepts, using a mix of real-world case studies and exercises. You will work on group projects where you will develop a complete communications plan for a public policy initiative or a government campaign. This hands-on experience helps you apply what you've learned in a safe and supportive environment. BIG BEN Training Center’s instructors, who have experience working in government and public affairs, will provide personalized feedback. We will also use role-playing scenarios to practice handling a tough press conference or a crisis communication event. The course includes workshops on using digital tools for citizen engagement and public opinion research, giving you the skills, you need to succeed in today's public sector.

Course Agenda (Course Units):

Unit One: Foundations of Government PR and Public Affairs

- The difference between government PR and corporate PR.
- The importance of transparency and accountability.
- Understanding your audience: citizens, media, and elected officials.
- The role of a press secretary and public information officer.
- The link between public relations and public policy.
- The importance of a well-defined mission.
- The ethical considerations of public sector communication.

Unit Two: Strategic Communication and Policy Messaging

- Developing a strategic communications plan for a government agency.
- How to communicate complex policy in a simple way.
- The art of press release and media advisory in the public sector.
- Crafting a public service announcement.
- The importance of a consistent message across departments.
- Using data to support your public messaging.
- The value of a strong narrative in public affairs.

Unit Three: Media Relations and Stakeholder Engagement

- Building and maintaining relationships with journalists and media outlets.
- How to handle a press conference and media briefing.
- The importance of a rapid response team.
- Engaging with community leaders and stakeholders.
- The role of a spokesperson in a public-facing role.
- The value of citizen engagement and public feedback.
- The link between public trust and effective media relations.

Unit Four: Crisis Communication in the Public Sector

- Identifying and preparing for a public sector crisis.
- Developing a crisis communication plan that is transparent and honest.
- The importance of a clear and consistent message during a crisis.
- Handling tough questions from the media and the public.
- The role of social media in a crisis.
- The importance of a single point of contact for media.
- Rebuilding and restoring public confidence after a crisis.

Unit Five: Emerging Trends and Future Challenges

- The role of digital channels and social media in government.
- Using data and analytics to measure public opinion.
- The importance of a proactive approach to public affairs.
- The future of government communication.
- The rise of misinformation and disinformation.
- The challenge of engaging in a diverse and digital-first public.
- The importance of a continuous learning mindset.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an environment that demands both transparency and political neutrality, how can a government public relations professional effectively manage public expectations and communicate sensitive information without compromising public trust?

What unique qualities does this course offer compared to other courses?

This training course is different because it is designed specifically for public relations professionals working in the government and public affairs sectors. While many PR courses offer general advice, this program goes deep into the specific challenges of public sector communication, including ethical considerations, regulatory complexities, and the unique relationship with the public. The program is highly practical, with case studies and hands-on exercises that mirror the real-world situations you will face. Our instructors are seasoned professionals who have experience working with government agencies. This course is for anyone who wants to turn a passion for public service into a powerful career in communications, ensuring their agency's message is heard and trusted.