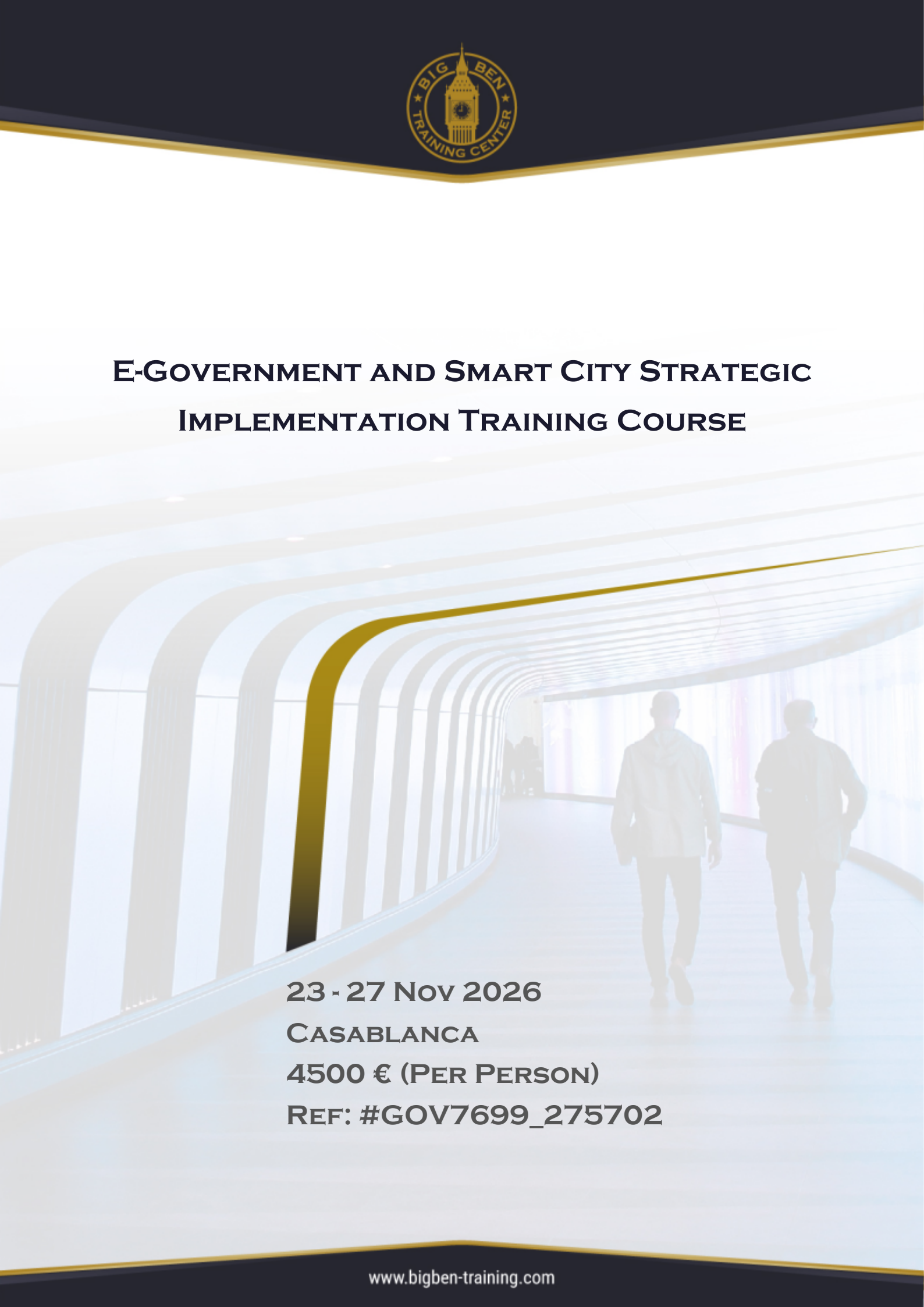
E-Government and Smart City Strategic Implementation Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #GOV7699_275702

Course Introduction / Overview:

This course provides a comprehensive exploration of the strategic frameworks essential for the successful implementation of e-government initiatives and the development of smart cities. In an era of rapid digital transformation, public sector organizations are challenged to deliver more efficient, transparent, and citizen-centric services. This program delves into the core principles, technologies, and governance models that underpin modern digital governance. Drawing on insights from leading academics like William H. Dutton, whose work in "The Oxford Handbook of Internet Studies" examines the societal impact of digital technologies, this course bridges the gap between theoretical concepts and practical application. Participants will learn to navigate the complexities of integrating technology, policy, and people to foster sustainable urban innovation and enhance public service delivery. At BIG BEN Training Center, we have designed this curriculum to equip leaders with the strategic foresight and operational skills needed to lead complex digital transformation projects, ensuring they can build resilient, responsive, and intelligent urban ecosystems for the future. This journey covers everything from foundational digital infrastructure to advanced applications in AI and IoT, providing a complete A to Z guide for public sector innovators.

Target Audience / This training course is suitable for:

- Government Officials and Public Sector Managers.
- Urban Planners and City Development Professionals.
- IT Directors and Technology Strategists in Government.
- Policy Makers and Legislative Advisors.
- Project Managers overseeing digital transformation initiatives.
- Public-Private Partnership (PPP) Specialists.
- Consultants specializing in public sector reform and smart cities.
- Municipal and Regional Administrators.
- Heads of Public Service Delivery Departments.
- Innovation and Strategy Officers.

Target Sectors and Industries:

- Public Administration and Governance.
- Urban Development and Real Estate.
- Information and Communication Technology (ICT).
- Transportation and Urban Mobility.
- Energy, Utilities, and Environmental Management.
- Public Safety and Emergency Services.
- Healthcare and Social Services.
- Telecommunications and Digital Infrastructure.
- Consulting and Professional Services.
- Non-Governmental Organizations (NGOs) focused on urban issues.

Target Organizations Departments:

- Information Technology (IT) and Digital Services Departments.
- Strategic Planning and Development Departments.
- Urban Planning and Infrastructure Departments.
- Public Services and Citizen Affairs Departments.
- Policy and Regulation Departments.
- Finance and Economic Development Departments.
- Project Management Offices (PMO).
- Innovation and Transformation Units.
- Communications and Public Relations Departments.
- Human Resources and Capacity Building Departments.

Course Offerings:

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

- Develop comprehensive e-government strategies aligned with national and local goals.
- Design robust smart city implementation frameworks from concept to execution.
- Analyze the role of emerging technologies like IoT, AI, and Big Data in public services.
- Master the principles of digital governance, data management, and cybersecurity.
- Formulate effective policies for open data, digital inclusion, and citizen engagement.
- Evaluate and select appropriate technologies for smart infrastructure projects.
- Manage complex digital transformation projects within the public sector.
- Foster successful public-private partnerships for smart city financing and development.
- Create citizen-centric service delivery models that enhance user experience.
- Lead change and build institutional capacity for sustained digital innovation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and grounded in real-world application. We move beyond traditional lectures to create an immersive learning environment where participants actively engage with the course material. The program is built on a foundation of expert-led presentations that introduce core concepts, strategic frameworks, and cutting-edge trends in e-government and smart city development. These sessions are complemented by a series of in-depth case study analyses of successful and challenging smart city projects from around the globe. Participants will work in collaborative groups on practical exercises and workshops, allowing them to apply theoretical knowledge to solve complex problems and design implementation roadmaps. Interactive Q&A sessions, peer-to-peer learning discussions, and facilitated brainstorming activities are integrated throughout the course to encourage knowledge sharing and diverse perspectives. Our approach emphasizes experiential learning, ensuring that participants leave not only with new knowledge but also with the practical skills and confidence to lead digital transformation initiatives within their own organizations. Continuous feedback from the instructor ensures a supportive and dynamic learning journey.

Course Agenda (Course Units):

Unit One: Foundations of Digital Governance and Smart Urbanism

- Introduction to E-Government and its evolution.
- Defining the Smart City concept and its core pillars.
- The global landscape of digital transformation in the public sector.
- Understanding the drivers and challenges of digitalization.
- Models of digital governance and public service reform.
- The role of leadership and vision in driving change.
- Key performance indicators (KPIs) for e-government and smart city success.

Unit Two: Core Technologies and Digital Infrastructure for Smart Cities

- The technology stack for a smart city.
- Internet of Things (IoT) and sensor networks for urban management.
- Big Data analytics and its application in urban planning.
- Cloud computing and its role in public sector infrastructure.
- Artificial Intelligence (AI) and Machine Learning in government services.
- Cybersecurity strategies for protecting critical public infrastructure.
- Digital identity and secure transaction frameworks.

Unit Three: Strategic Planning, Policy, and Governance Frameworks

- Developing a comprehensive digital transformation strategy.
- Policy-making for the digital age.
- Legal and regulatory frameworks for data privacy and security.
- Open government data policies and their economic impact.
- Establishing effective governance structures for smart city projects.
- Standards and interoperability for urban technologies.
- Financing models and public-private partnerships (PPPs) for smart initiatives.

Unit Four: Project Implementation, Citizen Engagement, and Service Delivery

- Managing complex smart city and e-government projects.
- Agile methodologies in the public sector.
- Designing citizen-centric digital services.
- Strategies for digital inclusion and bridging the digital divide.
- Leveraging social media and mobile platforms for citizen engagement.
- Change management and building a digital-ready culture.
- Monitoring and evaluation of digital service performance.

Unit Five: Advanced Applications, Sustainability, and Future of Smart Governance

- Blockchain applications in government for transparency and efficiency.
- The role of smart cities in achieving sustainable development goals (SDGs).
- Developing smart mobility and intelligent transportation systems.
- Smart energy grids and sustainable resource management.
- The future of work and skills for the public sector workforce.
- Ethical considerations in AI and automated decision-making.
- Crafting a long-term vision and roadmap for the future city.

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:

As cities become increasingly data-driven, how can governments balance the pursuit of efficiency and innovation with the fundamental principles of citizen privacy, digital inclusion, and democratic accountability?

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

This training course distinguishes itself by adopting a holistic, strategy-first approach to e-government and smart city development, rather than focusing narrowly on technology. While many programs concentrate on specific tools or platforms, our curriculum emphasizes the critical intersection of policy, governance, and technology. We guide participants through the entire strategic lifecycle, from initial vision-setting and policy formulation to project implementation and long-term sustainability. The course is built upon a foundation of rigorous academic principles and enriched with a diverse portfolio of global case studies, providing a balanced perspective on what works in different cultural and economic contexts. A key differentiator is our focus on the human element of digital transformation, addressing crucial topics like citizen-centric design, digital inclusion, and change management within public sector organizations. Participants will not just learn about smart technologies; they will master the art of building the institutional frameworks and collaborative ecosystems necessary to make them successful and sustainable. The interactive methodology ensures that learning is practical, enabling leaders to translate complex concepts into actionable strategies for their own communities.