Developing Strategic Public Sector Marketing and Communication Planning Training Course



07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course explores the critical intersection of strategic planning and marketing within the unique, complex landscape of the government and public sector. It is meticulously designed to equip public servants, policymakers, and agency leaders with the advanced skills to develop, implement, and evaluate high-impact, citizen-centric public sector marketing strategies. The modern government environment demands more than simple information dissemination; it requires sophisticated public value communication to build trust, drive engagement, and foster public compliance and participation in key initiatives. This course delves into the foundational theories and practical applications of strategic marketing tailored for public administration and non-profit marketing. Participants will learn how to leverage tools like stakeholder engagement planning, social marketing campaigns, and public sector branding to achieve measurable policy and service outcomes. We will explore how to conduct a thorough environmental scan and public opinion analysis to accurately segment target audiences, a crucial step for effective government planning. Key academic insights from experts like Philip Kotler and Nancy Lee, authors of Marketing in the Public Sector: A Roadmap for Improved Performance, emphasize that successful public sector marketing is fundamentally about adopting a citizen-oriented mindset and applying a systematic planning process. BIG BEN Training Center is committed to providing a robust framework for developing agile, transparent, and results-focused government marketing strategies that bridge the gap between public policy and citizen needs. This program is essential for anyone aiming to master the art of effective, ethical, and strategic public service communication.

Target Audience / This training course is suitable for:

- Public Relations and Communication Managers in government agencies.
- Senior Policymakers and Program Managers overseeing public initiatives.
- Directors of Public Affairs and Media Relations.
- Strategic Planning and Performance Management Professionals in the public sector.
- Government officials responsible for citizen engagement and service delivery.
- Marketing and Social Marketing Specialists in non-profit and public service organizations.

Target Sectors and Industries:

- Central, Federal, and Local Government Agencies and Equivalents.
- Public Utilities and Infrastructure Authorities, including Water and Energy Boards.
- Healthcare and Public Health Ministries and Departments.
- Education and Culture Ministries and related governmental bodies.
- Regulatory Bodies and Commissions across various sectors.
- Non-Profit Organizations and NGOs collaborate with public entities.

Target Organizations Departments:

- Public Relations and Corporate Communications Department.
- Strategic Planning and Organizational Excellence Department.
- Citizen Services and Customer Experience Department.
- Policy Development and Implementation Department.
- Digital Transformation and E-Government Services Department.
- Internal Audit and Performance Monitoring Department.

Course Offerings:

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

- Formulate comprehensive public sector marketing strategies that align with governmental objectives and policy goals.
- Conduct a detailed public opinion analysis and market segmentation to accurately target citizen groups.
- Design and implement effective social marketing campaigns to influence positive public behavior and compliance.
- Develop strong, transparent public sector branding and manage the agency's reputation effectively.
- Utilize a strategic framework for stakeholder engagement planning and coalition building in public initiatives.
- Measure the effectiveness and return on investment of government communication planning activities and campaigns.
- Apply ethical and legal considerations when executing public value communication and marketing efforts.
- Integrate digital tools and platforms into a modern government marketing strategy to enhance service delivery.

Course Methodology:

This training course is delivered by BIG BEN Training Center using an intensive, practical, and highly interactive methodology designed to ensure mastery of public sector marketing strategies. The course structure moves beyond traditional lectures, emphasizing adult learning principles and immediate application through realistic scenarios. We will utilize a dynamic blend of practical case studies derived from global government and public administration examples, ensuring the content is directly relevant to real-world challenges. Group discussions, interactive debates, and problem-solving workshops will encourage participants to collaboratively ascertain best practices in public value communication. A significant component involves team-based exercises where participants will simulate developing an end-to-end government communication planning strategy, from environmental scan to campaign launch and evaluation. Expert facilitation includes structured feedback sessions, allowing participants to receive constructive critiques on their proposed public sector branding and social marketing campaigns. The methodology is designed to create a stimulating learning environment, fostering both technical skill development in strategic planning and the essential soft skills required for effective stakeholder engagement planning. Participants are actively encouraged to share their agency's unique challenges, making the learning experience personalized and highly impactful.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Public Sector Marketing

- The unique context and challenges of government communication planning.
- Differentiating public sector marketing from commercial and non-profit marketing.
- Defining and establishing public value communication and service goals.
- Conducting a comprehensive political, economic, social, technological, legal, and environmental scan.
- Developing the mission, vision, and core values for public-facing initiatives.
- The role of ethics, transparency, and accountability in public sector marketing strategies.
- Case studies on successful international public administration campaigns.

Unit Two: Publics, Opinion, and Advanced Segmentation

- Techniques for public opinion analysis and sentiment monitoring in the digital age.
- Identifying and segmenting key stakeholder engagement planning groups beyond the general public.
- Developing detailed persona profiles for target citizens and business audiences.
- Understanding the psychology of public behavior and barriers to compliance.
- Market research methods: surveys, focus groups, and digital data analytics for public service.
- Analyzing the competition, including other information sources and advocacy groups.
- Aligning public need with government service offerings.

Unit Three: Building Public Sector Branding and Trust

- The principles and application of public sector branding and image management.
- Strategies for establishing and maintaining public trust and credibility.
- Crafting core messaging that resonates with public values and addresses skepticism.
- Managing reputation and responding effectively to public crises and negative media.
- Developing a consistent voice and visual identity for all government marketing strategies.
- Internal marketing: ensuring staff alignment with the agency's public-facing brand.
- Creating compelling narratives and digital storytelling for public service.

Unit Four: Social Marketing and Behavioral Change Campaigns

- The step-by-step process for designing a social marketing campaigns framework.
- Applying behavioral science principles to public health and safety initiatives.
- Creating effective calls to action and reducing friction in public participation.
- Selecting and optimizing communication channels for maximum reach and impact.
- Budgeting and resource allocation for high-impact social marketing campaigns.
- Developing creative content strategies, including educational and emotional appeals.
- Pilot testing and pre-campaign evaluation methods for public interventions.

Unit Five: Implementation, Measurement, and Future Trends

- Establishing key performance indicators (KPIs) for public value communication outcomes.
- Tools and techniques for measuring the success of government communication planning.
- Calculating the return on investment (ROI) and public value of marketing efforts.
- The future of public sector marketing: artificial intelligence and hyper-personalization.
- Developing an agile and adaptive communication response plan for emerging issues.
- Stakeholder engagement planning: managing complex relationships and building coalitions.
- Creating a long-term strategic roadmap for continuous improvement in public communication.

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:

To what extent does the perceived legitimacy and political neutrality of a government agency fundamentally constrain or enable its capacity to successfully implement a market-oriented public sector marketing strategy aimed at behavioral change?

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

This Developing Strategic Public Sector Marketing and Communication Planning Training Course offers a distinctive, advanced curriculum that focuses exclusively on the unique constraints and opportunities within the government and public sector, going far beyond generic marketing principles. Its core strength lies in its deep dive into public value communication and its practical application of strategic frameworks like stakeholder engagement planning and public opinion analysis—tools rarely covered in commercial marketing programs. The course emphasizes ethical and transparent public sector branding practices, crucial for a sector where trust is paramount. Instead of merely teaching marketing tools, we provide a systemic approach to building a citizen-centric government marketing strategy from the ground up, utilizing real-world examples of successful social marketing campaigns to influence behavior, not just transactions. Furthermore, our focus on integrating an initial environmental scan and detailed measurement of public outcomes, including ROI for public value, ensures participants develop strategies that are both high-impact and fiscally responsible, a vital skill for public administration professionals. The expertise of BIG BEN Training Center in combining academic rigor with practical application ensures participants leave with a master plan for their agency's communication needs.