



**STRATEGIC PUBLIC RELATIONS FOR
GOVERNMENT AND PUBLIC SECTOR
TRAINING COURSE**

26 - 30 OCT 2026

KUALA LUMPUR

5200 € (PER PERSON)

REF: #PR1597_166138



COURSE INTRODUCTION / OVERVIEW:

This comprehensive training course is designed to equip professionals with the advanced skills required to navigate the unique and complex landscape of public relations within the public sector. Unlike corporate PR, government communications are bound by stringent ethical standards, accountability, and the primary goal of fostering public trust and facilitating democratic engagement. This program delves deep into the principles of strategic communication planning, stakeholder engagement, and reputation management tailored specifically for government agencies and public bodies. We will explore the theoretical frameworks established by renowned academics like James E. Grunig, particularly his two-way symmetrical model of communication, which is pivotal for building mutually beneficial relationships with the public. Participants will analyze concepts from seminal works such as "Managing Public Relations" to understand how to apply proven theories to real-world governmental challenges. BIG BEN Training Center has developed this course to move beyond theory, offering practical tools for crisis communication, digital media engagement, and measuring the effectiveness of PR campaigns in a non-commercial environment. This is an essential program for anyone committed to enhancing transparency, improving public services, and strengthening the relationship between government and its citizens through effective communication.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Public Relations Officers and Managers.
- Communications Directors and Specialists.
- Public Information Officers and Government Spokespersons.
- Media Relations Advisors.
- Public Affairs and External Relations Professionals.
- Policy Advisors and Analysts involved in public communication.
- Heads of government departments and public sector executives.
- Community Engagement and Outreach Coordinators.
- Digital and Social Media Managers in the public sector.
- Anyone aspiring to a career in government communications.

TARGET SECTORS AND INDUSTRIES:

- Federal and National Government Ministries and Agencies.
- State, Provincial, and Local Government Bodies.
- Publicly Funded Healthcare and Hospital Authorities.

- Public Education Institutions, from schools to universities.
- Law Enforcement and Emergency Services.
- Public Transportation and Utility Companies.
- Regulatory Bodies and Commissions.
- Non-Profit and Non-Governmental Organizations, both, collaborate with government.
- International Governmental Organizations.



TARGET ORGANIZATIONS DEPARTMENTS:

- Communications and Public Relations Department.
- Media Relations Department.
- Corporate Affairs and External Relations.
- Public Affairs and Government Relations.
- Community Outreach and Engagement Department.
- Policy and Strategy Units.
- Executive and Leadership Offices.
- Digital and Social Media Teams.
- Internal Communications Department.
- Customer Service and Citizen Engagement Departments.

COURSE OFFERINGS:

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

- Develop a comprehensive strategic public relations plan tailored to public sector objectives.
- Master media relations techniques for proactive and reactive government communication.
- Implement effective digital and social media strategies to enhance citizen engagement.
- Manage and mitigate reputational risks and handle crisis communication with confidence.
- Build and maintain strong, trust-based relationships with diverse stakeholders.
- Craft clear, compelling, and transparent messages for various public audiences.
- Ensure all communication activities comply with legal and ethical standards in government.
- Measure and evaluate the impact of public relations initiatives on public perception and policy goals.
- Align communication strategies with broader organizational and governmental objectives.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered, ensuring a deep and lasting learning experience. We move beyond traditional lectures to foster an environment of collaborative learning and real-world problem-solving. The course heavily relies on the case study method, analyzing successful and unsuccessful public sector PR campaigns from around the world to draw actionable insights. Participants will engage in dynamic group discussions, brainstorming sessions, and role-playing exercises simulating press conferences, media interviews, and stakeholder meetings. Practical workshops will focus on developing tangible skills,

such as writing effective press releases, crafting social media content for government channels, and developing a crisis communication plan. A significant portion of the program is dedicated to peer-to-peer learning and feedback, allowing participants to share experiences and perspectives from their own professional contexts. Our expert facilitators guide the learning process, providing personalized feedback and ensuring that theoretical concepts are directly linked to the practical challenges faced by professionals in the public sector. This hands-on approach guarantees that participants leave with not only new knowledge but also the confidence to apply it effectively in their roles.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF MODERN PUBLIC RELATIONS IN THE PUBLIC SECTOR

- The unique role and ethics of government communication.
- Understanding the political, social, and legal environment.
- Differentiating public sector PR from corporate and non-profit PR.
- Key theories and models of public relations.
- Identifying and mapping key stakeholders.
- The principles of transparency, accountability, and public trust.
- Legal frameworks and freedom of information acts.

UNIT TWO: STRATEGIC COMMUNICATION PLANNING AND CAMPAIGN MANAGEMENT

- Conducting situational analysis and research (SWOT/PESTLE).
- Setting clear, measurable, and achievable communication objectives.
- Audience segmentation and persona development for public campaigns.
- Developing core messages and a compelling narrative.
- Selecting the right channels for maximum impact.
- Budgeting and resource allocation for PR campaigns.
- Integrating PR with other communication disciplines.

UNIT THREE: MASTERING MEDIA RELATIONS AND DIGITAL ENGAGEMENT

- Building and maintaining relationships with journalists and media outlets.
- Writing effective press releases, media advisories, and fact sheets.
- Techniques for successful press conferences and media interviews.
- Developing a strategic social media presence for a government entity.
- Managing online communities and responding to public inquiries.
- Leveraging multimedia content to tell the government's story.
- Monitoring media coverage and online conversations.

UNIT FOUR: PROACTIVE CRISIS COMMUNICATION AND REPUTATION MANAGEMENT

- Developing a comprehensive crisis communication plan.
- Identifying potential risks and vulnerabilities.
- The role of the spokesperson during a crisis.

- Managing misinformation and disinformation effectively.
- Communicating with internal and external stakeholders during an emergency.
- Post-crisis analysis and rebuilding public confidence.
- Case studies of government crisis management successes and failures.



UNIT FIVE: MEASUREMENT, EVALUATION, AND THE FUTURE OF PUBLIC SECTOR PR

- Establishing key performance indicators (KPIs) for public sector PR.
- Methods for measuring campaign effectiveness and ROI.
- Utilizing data analytics to inform communication strategy.
- Reporting communication outcomes to leadership and the public.
- The impact of artificial intelligence on public relations.
- Future trends in government communication and citizen engagement.
- Developing a personal action plan for continuous professional development.

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 era of increasing political polarization and misinformation, how can public sector PR professionals ethically rebuild and maintain public trust without being perceived as partisan propagandists?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by moving beyond generic public relations theories to focus exclusively on the nuanced and high-stakes environment of the public sector. Unlike other programs that may offer a single module on government PR, our entire curriculum is built around the core challenges and responsibilities inherent in communicating for and on behalf of public institutions. We emphasize the critical importance of ethics, transparency, and legal accountability, which are paramount in government but often secondary in corporate settings. The curriculum is rich with contemporary case studies drawn directly from real-world government scenarios, exploring everything from public health crises to the launch of major civic initiatives. This practical, case-based approach ensures that learning is not just theoretical but immediately applicable. Furthermore, the course places a strong emphasis on the strategic objective of building and maintaining public trust, treating it not as a byproduct of good PR but as the central goal. Participants will learn how to craft communication that is not only persuasive but also fosters genuine dialogue and strengthens the relationship between the state and its citizens, a focus rarely found in conventional PR training.