Middle East Lobbying and Stakeholder Engagement Training Course



21 - 25 Dec 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #PR4582_136203

Course Introduction / Overview:

Navigating the intricate political and economic landscapes of the Middle East requires a sophisticated understanding of both formal power structures and informal influence networks. This course provides a comprehensive framework for developing and executing effective lobbying and stakeholder engagement strategies tailored to the unique cultural, regulatory, and business environments of the MENA region. Moving beyond theoretical models, the program delves into the practical realities of policy advocacy, government relations, and corporate diplomacy. As discussed by John W. Kingdon in his seminal work, "Agendas, Alternatives, and Public Policies," understanding how to position an issue to capitalize on policy windows is crucial, a concept that takes on new dimensions in the Middle East. Participants will learn to identify key decision-makers, map stakeholder influence, build strategic alliances, and communicate their message with impact and cultural sensitivity. BIG BEN Training Center has designed this immersive experience to equip professionals with the tools to not only react to policy changes but to proactively shape the regulatory environment, manage political risk, and build sustainable relationships that drive organizational success and secure a competitive advantage in this dynamic market.

Target Audience / This training course is suitable for:

- Public Affairs Directors and Managers.
- Government Relations and Regulatory Affairs Specialists.
- Corporate Communications and External Affairs Executives.
- Legal Counsels and Compliance Officers.
- Business Development and Strategy Managers.
- Senior Executives and C-Suite Leaders.
- Policy Advisors and Analysts.
- Heads of International Operations.
- Non-Profit and NGO Advocacy Leaders.

Target Sectors and Industries:

- Energy, Oil, and Gas.
- Telecommunications and Technology.
- Banking, Finance, and Investment.
- Pharmaceuticals and Healthcare.
- Construction and Real Estate Development.
- Aviation and Defense.
- Consulting and Professional Services.
- Governmental and Public Sector Agencies.

Target Organizations Departments:

- Public Affairs and Government Relations.
- Legal and Compliance.
- Corporate Strategy and Business Development.
- Communications and Public Relations.
- Executive Leadership Offices.
- International and Regional Operations.
- Risk Management.
- Corporate Social Responsibility (CSR).

Course Offerings:

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

- Analyze the political, economic, and regulatory frameworks of key Middle Eastern countries.
- Develop a comprehensive stakeholder map to identify and prioritize key influencers.
- Design and implement effective policy advocacy and government relations campaigns.
- Master cross-cultural communication and negotiation techniques for the MENA region.
- Build and manage strategic coalitions and alliances to amplify influence.
- Craft compelling messages and position papers that resonate with regional policymakers.
- Navigate the ethical considerations and compliance requirements of lobbying in the Middle East.
- Integrate digital advocacy tools into a broader public affairs strategy.
- Proactively manage political risks and respond effectively to legislative challenges.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential and applied learning to ensure participants can immediately translate knowledge into action. This intensive course moves beyond traditional lectures, employing a dynamic blend of interactive formats. A cornerstone of the program is the extensive use of real-world case studies drawn directly from the Middle East, allowing participants to analyze successful and unsuccessful lobbying campaigns and stakeholder engagement initiatives from various industries. Interactive workshops and group exercises will challenge participants to develop stakeholder maps, draft policy briefs, and design advocacy strategies for hypothetical scenarios. Role-playing simulations of high-stakes negotiations and meetings with government officials will provide a safe environment to practice and refine communication and persuasion skills. The course fosters a collaborative environment, encouraging peer-to-peer learning and the sharing of diverse professional experiences. Continuous feedback from the instructor, a seasoned expert in the field, ensures that each participant receives personalized guidance to enhance their strategic capabilities and confidence in navigating the complex public affairs landscape of the region.

Course Agenda (Course Units):

Unit One: The Middle East Public Affairs Landscape

- Introduction to Lobbying and Public Affairs in the MENA Context.
- Analysis of Political Systems and Governance Structures.
- Understanding the Legislative and Regulatory Process in Key Jurisdictions.
- The Role of Culture, Tradition, and Informal Networks in Decision-Making.
- Economic Diversification Plans (e.g., Vision 2030) and Their Impact on Policy.
- Identifying Key Governmental and Non-Governmental Stakeholders.
- Geopolitical Dynamics and Their Influence on National Policy.

Unit Two: Strategic Stakeholder Mapping and Engagement

- Fundamentals of Stakeholder Analysis and Prioritization.
- Techniques for Mapping Influence, Interest, and Relationships.
- Developing a Strategic Stakeholder Engagement Plan.
- Building and Nurturing Long-Term Relationships with Key Officials.
- Strategies for Engaging with Business Councils and Industry Associations.
- Cross-Cultural Communication and Building Trust.
- Managing Stakeholder Expectations and Perceptions.

Unit Three: Designing and Executing Advocacy Campaigns

- Setting Clear and Measurable Lobbying Objectives.
- Crafting Persuasive Key Messages and Policy Positions.
- The Art of Political Storytelling and Data-Driven Arguments.
- Building Effective Coalitions and Strategic Alliances.
- Grassroots and Grasstops Advocacy Techniques.
- Developing a Comprehensive Campaign Action Plan and Timeline.
- Budgeting and Resource Allocation for Public Affairs Initiatives.

Unit Four: The Lobbyist's Toolkit: Communication and Negotiation

- Effective Communication Strategies for Government Meetings.
- Mastering the Art of Persuasion and Influence.
- Advanced Negotiation Tactics for Policy and Regulatory Discussions.
- Public Speaking and Presentation Skills for High-Stakes Environments.
- Preparing Briefing Notes, Position Papers, and Legislative Testimony.
- Leveraging Digital and Social Media for Advocacy.
- Crisis Communication in a Political Context.

Unit Five: Ethics, Governance, and Advanced Strategies

- Ethical Frameworks and Anti-Corruption Regulations in Lobbying.
- Navigating Transparency and Disclosure Requirements.
- Managing Political Risk and Reputational Threats.
- Measuring the ROI and Impact of Public Affairs Activities.
- Integrating Government Relations with Broader Corporate Strategy.
- The Future of Lobbying: Trends in Digital Advocacy and AI.
- Final Project: Developing a Complete Lobbying and Engagement Strategy for a Case Study.

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 a region where personal relationships often outweigh formal processes, how can organizations balance transparent, ethical lobbying with the cultural imperative of building deep-seated personal connections?

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

This course distinguishes itself by moving beyond generic, Western-centric models of lobbying and public affairs to offer a deeply contextualized immersion into the realities of the Middle East. While other programs may touch upon international relations, this curriculum is built from the ground up with the region's unique socio-political fabric at its core. We eschew abstract theory in favor of practical, actionable strategies grounded in region-specific case studies, exploring the nuanced interplay of formal government structures and the critical importance of informal influence networks. The curriculum places a significant emphasis on cross-cultural intelligence, equipping participants not just with what to say, but how to say it in a way that builds trust and rapport within diverse cultural contexts across the MENA region. Rather than simply listing tools, the course focuses on developing a strategic mindset for building political capital, navigating complex bureaucracies, and understanding the unwritten rules of engagement. This focus on practical application and cultural fluency provides a distinct advantage, preparing participants to operate with confidence and efficacy.