

## Intensive Communication & PR for Public Sector

*Amsterdam*

*27 April - 8 May 2026*

UK Traininig

# PARTNER



## Intensive Communication & PR for Public Sector

Code: NC28 From: 27 April - 8 May 2026 City: Amsterdam Fees: 8300 Pound

### Introduction

The "Intensive Communication & PR for Public Sector" course is designed to equip professionals with the essential skills for effective communication and public relations in government and public organizations. Participants will learn how to craft clear messages, manage media relations, and engage with stakeholders to enhance transparency and build public trust. In today's world, government communication is crucial for maintaining a positive image, and this course offers practical strategies to overcome challenges in government communication and deliver effective public sector outreach.

This course will focus on improving public sector communication strategies, enabling participants to engage with media effectively and optimize their presence across social media platforms. Participants will also learn how to create effective internal and external communication strategies for government organizations, ensuring they meet the goals of transparency, engagement, and public trust.

### Course Objectives

- Understand how media organizations function and how journalists think and work.
- Engage confidently and effectively with journalists.
- Plan communication campaigns using practical tools and techniques.
- Apply and adapt 10 universal platforms for creative public relations.
- Prepare venues, resources, materials, and spokespeople for press conferences.
- Manage interpersonal dynamics in important communication encounters.
- Develop advanced PR writing skills to enhance the impact of your written communications.
- Write powerful and memorable speeches.
- Manage your organization's reputation on social media by shaping perceptions and discussions.
- Create an internal communication strategy for your organization.

### Course Outlines

#### Day 1: Essential Media Relations

- Understanding the media landscape: mapping out the various forms of news media and engaging with them effectively.
- Journalists: How to understand and work with journalists to influence news coverage.
- News judgment: How journalists decide what makes the news.
- Pitching stories: Selling stories to journalists by creating and executing effective pitches.

#### Day 2: Creativity in Communications and PR

- Creativity in PR: The principles of creativity and its significance in building effective PR strategies.



- Case studies of creative PR campaigns: Analyzing key success factors and extracting practical lessons.
- Facilitating creativity: A toolkit of practical creativity techniques for public sector communication.
- In-class creativity workshop: Applying creative concepts and techniques.

### Day 3: Strategic Media Engagement

- Creative news and media management: How to generate unique news angles and secure prominent media coverage.
- Innovative media engagement tactics: New techniques for engaging with journalists.
- Online media relations: How to align media relations with social media to enhance public outreach.
- Preparing and coaching spokespeople: How to brief and debrief spokespeople for effective media interviews.

### Day 4: Media Training

- Preparation for media interviews: Effective strategies for success.
- Body language: How to appear engaged and approachable during interviews.
- Voice: Using tone, projection, and variation to emphasize key points.
- Confidence and clarity: Speaking with authority and avoiding jargon.

### Day 5: Press Conference Management

- Best practices for planning press conferences.
- When and how to use press conferences effectively.
- Preparing resources, materials, and spokespeople for press conferences.
- Managing a press conference: The role of PR professionals in facilitating, hosting, and troubleshooting.

### Day 6: Advanced Communication Strategy

- Evidence-based communication strategy: Measuring and proving the value of communication efforts.
- Advanced strategy tools: Techniques for developing complex PR strategies.
- Justifying strategy: How to secure management support for ambitious PR strategies.
- Rolling out a communication strategy: Creating and deploying an effective communication plan.

### Day 7: Speech Writing

- Planning speeches: Organizing structure and flow.
- The spoken word: Key elements of effective delivery.
- Writing impactful speeches that resonate with the audience.

### Day 8: Reputation Management in Social Media

- Monitoring and engaging with online audiences.
- SEO Search Engine Optimization: Increasing visibility for your organization's messages.
- Media engagement on social platforms and managing public sector reputation online.
- Blogging and content creation for PR.

### Day 9: Internal Communication



- Core principles of strategic internal communication.
- Designing an internal communication strategy with a practical action plan.
- Effective internal communication channels and techniques for the public sector.
- Launching internal communication campaigns based on successful case studies.

## Day 10: Advanced Communications and PR Management

- Strategic management for communications and PR departments.
- Operational communication management: Policies, processes, and resources in government communication.
- Managing and evaluating PR programs and campaigns.
- Leading and managing a PR team in the public sector.

## Why Attend This Course: Wins & Losses!

- Gain critical skills in government communication that will enhance your ability to effectively engage with the media and manage public relations.
- Improve your understanding of public relations strategies that can positively impact the public sector, and contribute to a transparent, engaged, and trusted government image.
- Learn how to manage your organization's social media reputation, allowing you to control public perceptions and shape online conversations.
- Master advanced communication strategies that will elevate your PR efforts and enable you to influence key stakeholders and media.

## Conclusion

This course offers a unique opportunity for professionals in public sector communication and PR to sharpen their skills and learn how to navigate the complex landscape of government communications. By improving media relations, mastering creative PR techniques, and building effective internal communication strategies, participants will be well-equipped to elevate their organization's public image and manage communication challenges in the digital age.

**Don't miss the chance to develop these essential skills and become a leader in government communication!**

# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



**Booking.com**

Booking.com  
Netherlands



**OXFAM**

Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority

Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



مؤسسة قطر  
Qatar Foundation

Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences

KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia

Ministry of Interior,  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



هيئة تنظيم الكهرباء - عمان  
Authority for  
Electricity Regulation, Oman

UK Training

**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom



+44 7401 1773 35  
+44 7480 775526



[Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)



[www.blackbird-training.com](http://www.blackbird-training.com)

UK Training

**PARTNER**

