BLACKBIRD FOR TRAINING

Intensive Communication & PR for Public Sector

7 – 18 June 2027
Amsterdam (Netherlands)



Intensive Communication & PR for Public Sector

Ref: 321641_142530 **Date:** 7 – 18 June 2027 **Location:** Amsterdam (Netherlands) **Fees:** 10600 GBP

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!

