

## Effective Stakeholder Management in Government Relations

*Amsterdam (Netherlands)*

*10 - 14 February 2025*

UK Training

# PARTNER



# Effective Stakeholder Management in Government Relations

Code: NC28 From: 10 - 14 February 2025 City: Amsterdam (Netherlands) Fees: 4900 Pound

## Introduction

This course is designed to equip participants with the essential skills and knowledge needed for effective stakeholder management in government relations, with a focus on relationship-building and strategic engagement.

## Course Objectives

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

- Identify and categorize key stakeholders in government relations.
- Apply core principles of effective stakeholder engagement.
- Develop customized communication strategies for various stakeholders.
- Assess stakeholder influence, needs, and interests.
- Design a comprehensive stakeholder management plan.

## Course Outlines

### Day 1: Introduction to Stakeholder Management

- Overview of stakeholders in government relations.
- Importance of effective stakeholder management.
- Types of stakeholders: internal vs. external, primary vs. secondary.

### Day 2: Stakeholder Analysis

- Tools and techniques for stakeholder identification and analysis.
  - Stakeholder mapping methods.
  - Power-interest grid.
- Group exercise: Stakeholder mapping in a real-world scenario.

### Day 3: Communication Strategies

- Core principles of effective communication.
- Customizing messages for diverse stakeholder groups.
- Strategies for stakeholder engagement, including meetings and reporting.

### Day 4: Building and Maintaining Relationships

- Techniques for fostering trust and rapport.



- The role of transparency and accountability in relationships.
- Methods for sustaining long-term stakeholder relationships.

### Day 5: Implementation and Evaluation

- Developing a thorough stakeholder management plan.
- Setting measurable goals and evaluating success.
- Presentation of stakeholder management plans with peer feedback.



# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



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)

## Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**



## Blackbird Training Cities

### Asia



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



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

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

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



**BLACKBIRD**  
FOR TRAINING



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



+44 7401 1773 35  
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

UK Training

**PARTNER**

