

Effective Stakeholder Management in Government Relations

Amsterdam (Netherlands)

3 - 7 November 2025

UK Training

PARTNER



Effective Stakeholder Management in Government Relations

Code: NC28 From: 3 - 7 November 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.



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