

## Effective Stakeholder Management in Government Relations

*Kuala Lumpur (Malaysia)*

*23 - 27 February 2026*

UK Training

# PARTNER



# Effective Stakeholder Management in Government Relations

Code: NC28 From: 23 - 27 February 2026 City: Kuala Lumpur (Malaysia) Fees: 4900 Pound

## Introduction

Effective stakeholder management is a crucial skill for professionals involved in government relations, as it helps build and maintain strategic relationships with various stakeholders. This course is designed to equip participants with the essential skills and knowledge needed for managing key stakeholders in government relations. Focusing on relationship-building and strategic engagement, participants will learn how to identify, analyze, and communicate effectively with stakeholders, ensuring successful collaboration and long-term partnerships.

## 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 management.
- Develop customized communication strategies for diverse stakeholders.
- Assess stakeholder influence, needs, and interests.
- Design a comprehensive stakeholder management plan aligned with strategic goals.

## Course Outlines

### Day 1: Introduction to Stakeholder Management

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

### Day 2: Stakeholder Analysis

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

### Day 3: Communication Strategies

- Core principles of effective communication in stakeholder management.
- Customizing messages for various stakeholders based on their needs and interests.
- Stakeholder engagement strategies: Meetings, reporting, and feedback loops.
- Aligning communication strategies with stakeholder management objectives.



## Day 4: Building and Maintaining Relationships

- Techniques for fostering trust and rapport with stakeholders.
- The role of transparency and accountability in successful relationships.
- Methods for sustaining long-term stakeholder relationships.
- Dealing with difficult stakeholders and turning challenges into opportunities.

## Day 5: Implementation and Evaluation

- Developing a comprehensive stakeholder management plan.
- Setting measurable goals for successful stakeholder management.
- Presenting stakeholder management plans for peer feedback.
- Evaluating the success of stakeholder engagement strategies.

## Why Attend This Course? Wins or Losses!

- Learn the fundamentals of stakeholder management and how to apply them in government relations.
- Enhance your ability to manage relationships effectively and identify key stakeholders in any government-related project.
- Improve communication skills with various stakeholders, including government agencies, internal teams, and external partners.
- Develop the skills to assess stakeholder influence, ensuring you align communication strategies with their expectations.
- Gain practical tools to design an effective stakeholder management plan, helping to foster long-term, productive relationships with key stakeholders.
- Understand the importance of stakeholder management in achieving strategic goals and enhancing government relations.

## Conclusion

By the end of the course, you will have gained essential skills in stakeholder management and its application in government relations. This will enable you to build stronger, more effective relationships with stakeholders and better manage their needs and expectations. With these skills, you'll be equipped to implement comprehensive stakeholder engagement strategies that will enhance your career and organizational success in the field of government relations.





# 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)



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)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



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  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
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

 www.blackbird-training.com

