BLACKBIRD FOR TRAINING

Public Affairs & Policy Communication

1 – 5 March 2027
Lisbon (Portugal)

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Introduction

Effective Public Affairs & Policy Communication has become a cornerstone for organizations seeking to shape public perception, influence policy outcomes, and build lasting stakeholder trust. In an era where communication strategies directly impact business continuity and institutional credibility, mastering this discipline is no longer optional—it is essential.

This course is designed for executives, team leaders, and specialists across government and private institutions who aim to strengthen their expertise in strategic communication. Whether managing internal stakeholders, engaging policymakers, or aligning organizational objectives with public interest, participants will gain practical skills to navigate complex challenges.

The program equips professionals at different career stages with actionable frameworks, ensuring they can manage reputational risks, craft persuasive narratives, and align organizational strategy with policy environments.

Course Objectives

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

- Understand the core principles of public affairs & policy communication.
- Develop structured communication strategies aligned with organizational goals.
- Analyze stakeholder needs and map influence networks effectively.
- Design policy briefs and advocacy materials tailored for decision-makers.
- Apply tools for measuring communication impact and policy influence.
- Strengthen negotiation and dialogue techniques with stakeholders.
- Build trust through transparent and consistent messaging.
- Integrate crisis communication within public affairs strategies.



Course Outlines

Day 1: Foundations of Public Affairs & Policy Communication

- Defining Public Affairs and differentiating it from related communication fields.
- Understanding the role of policy communication in organizational success.
- Identifying the intersection between public interest and corporate objectives.
- Exploring ethical considerations and principles of responsible communication.
- Recognizing the role of leadership in shaping public narratives.
- Case discussions on institutions that successfully influenced policy environments.

Day 2: Strategic Planning and Stakeholder Mapping

- Steps to create a comprehensive public affairs strategy.
- Mapping stakeholders and analyzing influence and interest levels.
- Building alliances and coalitions to strengthen advocacy efforts.
- Prioritizing communication channels for maximum impact.
- Designing key messages aligned with audience expectations.
- Practical exercise: stakeholder matrix development.

Day 3: Policy Advocacy and Communication Tools

- Structuring policy briefs and white papers effectively.
- Utilizing storytelling to present complex policy issues.
- Designing persuasive presentations for policymakers.
- Applying lobbying techniques within legal and ethical frameworks.
- Communicating evidence-based arguments with clarity.
- Workshop on drafting an advocacy campaign plan.

Day 4: Media Relations and Digital Engagement

- Principles of managing media relations in policy contexts.
- Preparing spokespersons for interviews and public appearances.
- Writing press releases tailored for policy issues.
- Leveraging digital platforms for advocacy and reputation building.
- Monitoring media coverage and correcting misinformation.
- Group exercise: simulating a press briefing.



Day 5: Evaluation, Lessons Learned, and Future Readiness

- Methods to measure communication effectiveness and policy outcomes.
- Tools for assessing reputational impact across stakeholders.
- Reviewing lessons learned from case studies and simulations.
- Developing continuous improvement frameworks.
- Embedding resilience in public affairs strategies.
- Final activity: presenting a comprehensive communication plan.

Why Attend This Course: Wins & Losses!

- Gain advanced knowledge in Public Affairs & Policy Communication.
- Build confidence in influencing stakeholders and policymakers.
- Acquire practical tools to design and implement communication strategies.
- Learn from case studies and real-world applications.
- Enhance reputation management and organizational credibility.
- Strengthen the ability to anticipate and respond to policy shifts.
- Improve alignment between organizational objectives and public interest.
- Develop long-term communication frameworks that sustain impact.

Conclusion

Public Affairs & Policy Communication is a strategic capability that allows organizations to shape narratives, influence policies, and foster trust. This course provides a practical roadmap covering foundations, strategy, tools, media relations, and evaluation methods.

By combining theoretical frameworks with hands-on applications, participants will leave equipped to design communication strategies that protect institutional reputation, advance organizational objectives, and build stronger relationships with stakeholders.

