



Management And Leadership

Strategic Planning Skills in Government Relations

Course Introduction

In today's dynamic governmental environment, the ability to formulate and execute effective strategic plans is essential for professionals managing government relations. This course is designed to provide participants with advanced strategic planning skills specific to government relations, blending contemporary methodologies with real-world case studies. The program will equip participants with the tools to navigate complex government structures, foster collaboration, and develop long-term strategic partnerships. Attendees will learn how to analyze policy landscapes, anticipate regulatory shifts, and shape strategies that align with governmental goals.

Through interactive discussions, case studies, and hands-on activities, participants will explore modern approaches to strategic planning, stakeholder management, lobbying techniques, and public policy influence, all while developing a comprehensive government relations strategy that addresses current and future challenges.

Target Audience

- Government relations officers and managers
- Public affairs professionals
- Policy advisors and analysts
- Corporate executives involved in government relations
- Regulatory affairs professionals
- Strategic planners and consultants working with government entities

Learning Objectives

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

- **Develop effective strategic plans** for government relations that align with organizational goals and regulatory frameworks.
- **Analyse and interpret policy environments** and government structures to anticipate shifts and mitigate risks.
- **Utilize modern methodologies** like scenario planning, foresight analysis, and data-driven decision-making in government relations strategies.
- **Engage and influence stakeholders** effectively, including legislators, regulators, and public sector leaders.
- **Integrate lobbying techniques** and advocacy strategies to drive governmental alignment and favourable outcomes.
- **Measure and evaluate the impact** of government relations strategies through Key Performance Indicators (KPIs) and advanced evaluation tools.

Course Outline

• 01 Day One

Introduction to Strategic Planning in Government Relations

Overview of Government Relations:

- Understanding its Role and Importance
- Key elements of government relations in the public and private sectors
- The evolving landscape of government interaction with businesses and NGOs

Strategic Planning Basics in Government Relations

- Defining strategic planning in the context of government relations
- Strategic frameworks and models (SWOT, PESTLE, and Gap Analysis)

Aligning Organizational and Government Objectives

- Linking corporate goals with government policies and priorities

- Mapping regulatory and legislative environments

• 02 Day Two

Modern Methodologies in Strategic Planning

Scenario Planning for Government Relations

- Understanding scenario planning and foresight methodologies
- How to develop and apply scenario planning for future government policies and regulations
- Case study: Scenario planning in a shifting regulatory environment

Data-Driven Strategic Decision Making

- Leveraging big data and analytics for government relations
- Predictive modeling and its role in forecasting policy shifts
- Tools and platforms for data-driven insights (AI in regulatory forecasting)

• 03 Day Three

Stakeholder Engagement and Lobbying Techniques

Stakeholder Mapping and Analysis

- Identifying key stakeholders in government and public sectors
- Techniques for mapping influence and power dynamics within governments
- Collaborative approaches for building long-term relationships

Lobbying Techniques and Public Policy Influence

- Developing effective lobbying strategies
- Legal and ethical considerations in lobbying and advocacy
- Crafting compelling narratives and policy briefs for legislative support
- Practical exercise: Developing a lobbying strategy for a case scenario

Engagement Tactics in Government Relations

- Key engagement methodologies, including bilateral meetings and policy dialogues
- Utilizing public consultations and stakeholder forums to build influence

• 04 Day Four

Technology in Government Relations

The Role of Technology in Modern Government Relations

- How digital tools are transforming government relations
- Utilizing social media, digital platforms, and online lobbying in government interactions

Crisis Management and Strategic Communication in Government Relations

- Preparing for and managing crises in government relations
- Crafting strategic communication plans for high-stakes situations

- Role-playing exercise: Managing a government relations crisis

Building Digital Influence

- Using digital channels to enhance government relations efforts
- Engaging government officials through virtual platforms and forums

• 05 Day Five

Measuring and Evaluating Government Relations Strategies

KPIs and Metrics for Government Relations Success

- Defining success in government relations: Setting realistic KPIs
- Methods for tracking the effectiveness of government relations strategies
- Tools for monitoring policy impact and stakeholder engagement

Evaluation Frameworks and Continuous Improvement

- Frameworks for periodic evaluation of government relations initiatives
- Realigning strategy based on feedback and changing government priorities

Developing a Comprehensive Government Relations Plan

- Final group project: Designing a strategic government relations plan for a selected case
- Presentation and peer feedback

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 5, 2025	May 9, 2025	5 days	5950.00 \$	switzerland - Geneva
July 13, 2025	July 17, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 15, 2025	Dec. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi