



HR Strategy and Training



Management And Leadership

## **Advanced Skills of Government Relations Specialists**

# Course Introduction

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Public relations (PR) is the process used by businesses or organizations to present the most favorable image for them to the public. It is the responsibility for public relations professionals to provide carefully crafted information to the target audience about the individual, its goals and accomplishments, and anything else that may be of public interest. The public relations professional also helps integrate its client's image in its business strategies and daily actions. Public relations is practiced by a department in a company, an organization, or as a public relations professional firm. Basic to all public relations, is communicating. Well-planned, effectively handled communications are increasingly seen as essential to the success and even existence of organizations and causes in today's changing world.

## **Skills of Government Relations Specialists**

Every organization government, business, labor, professional, trade, health, cultural, financial, recreational, educational and public service depends on people. Their attitudes, attention, understanding, and motivation can be critical to the success or failure of an organization or idea. This 5-day course is designed to teach you skills you need to increase the public profile of your own business, perhaps to become a self-employed PR consultant and enjoy a great career advising others about how to do the same, or necessary to become famous. It covers the PR issues associated with oil and gas operations. Using examples and exercises related to governmental and not-for profit organizations, the participants would learn how to deal with those issues.

# Target Audience

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- Government Affairs Professionals
- Policy Analysts and Advisors
- Advocacy and Public Affairs Specialists
- Corporate Relations and Communications Managers
- NGO and Non-Profit Leaders involved in advocacy
- Public Policy Practitioners
- Business Leaders and Executives engaging with government entities
- Community Relations Officers
- Lobbyists and Advocacy Consultants

# Learning Objectives

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**At the end of the training course, participants will be able to**

- Demonstrate the key Characteristics of Governmental Public relations.
- Understand why public relations is big business.
- Understand PR fundamentals.
- Media Relations Recognize the communication importance.
- Understand the communication process model.
- Identify barriers to effective communication.
- Recognize and assess his own communication style.
- Understand of how his behavior impacts others and the way others respond to him.
- Choose words that are appropriate for a particular situation.
- Use verbal and nonverbal techniques.
- Deal with conflict and build group commitment.
- Work with difficult people. Solve problems and implement solutions.
- Plan to make productive and ethical use of organizational politics.
- Choose the best solution from available alternatives.
- Decide when to engage in a negotiation and when to ignore the negotiation option.
- Plan the content of any negotiation.
- Recognize the stages of negotiation and determine appropriate behavior to utilize in each stage.
- Understand the role culture plays in negotiation.

## Course Outline

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### • 01 Day One

#### **PUBLIC RELATIONS (PR): AN INTRODUCTION:**

- PR Fundamentals.
- Preparing the PR plan.
- PR Delivery Options.
- Media Relations.

## • 02 Day Two

### **PR SKILLS:**

- Communication and Interpersonal Skills:
- Importance.
- Elements.
- Methods.
- Obstacles.
- Verbal and Non-Verbal Communication Skills as a Tool to Create Shared Meaning.

## • 03 Day Three

### **Dealing with Difficult People.**

- Identify the types of difficult people.
- Understand why difficult people are difficult.
- Deal with difficult people. Use your communication skills.
- Give and receive feedback effectively.
- Improve performance and manage others

## • 04 Day Four

### **Carry out disciplinary procedures and interviews.**

- Action plan of how to deal effectively with difficult people and get results.
- Negotiation.
- Introduction to the Negotiation Process.
- Planning the Content of Negotiation.
- Negotiation Stages

## • 05 Day Five

### **Communication Styles.**

- Persuasion.
- Strategies for Negotiation.
- Negotiating with a Team.
- Negotiation Ploys and Tactics.
- Fostering group creativity to a group's attempt to solve problems.

# Confirmed Sessions

FROM	TO	DURATION	FEEs	LOCATION
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Dubai
April 7, 2025	April 11, 2025	5 days	4950.00 \$	England - London
Nov. 21, 2025	Nov. 25, 2025	5 days	5950.00 \$	Switzerland - Zurich
April 6, 2025	April 10, 2025	5 days	4250.00 \$	KSA - Riyadh