

GOVERNMENT AND PUBLIC SECTOR | GPS-018

Government Communication and Public Engagement

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Course content

Why Attend

Governments must communicate clearly about policies, services and crises, and engage citizens in decisions that affect them. Trust depends on transparency, consistency and listening.

This Aractech course covers government communication strategy, message development, media relations, digital and social media, crisis communication, public consultation and participation methods, misinformation management and evaluating communication. Participants develop a communication and engagement plan.

Course Methodology

- Case studies
- Message workshops
- Media role plays
- Engagement design exercises
- Planning

Course Objectives

- Develop government communication strategies
- Craft clear public messages
- Manage media and digital channels
- Communicate during crises
- Engage citizens through consultation and participation
- Counter misinformation and evaluate impact

Target Audience

- Government communication officers
- Spokespersons

Course content

- Policy officials
- Public engagement specialists

Course outline

Detailed course outline

Day-by-day outline for Government Communication and Public Engagement.

Day 1 - Government Communication

- 09:00-09:39 | Role and principles
- 09:39-10:18 | Public trust
- 10:18-10:57 | Audiences
- 10:57-11:00 | Channels
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Channels (continued)
- 12:05-12:43 | Ethics
- 12:43-14:00 | Exercise: Communication audit

Day 2 - Messages and Media

- 09:00-09:39 | Message development
- 09:39-10:18 | Plain language
- 10:18-10:57 | Media relations
- 10:57-11:00 | Press conferences
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Press conferences (continued)
- 12:05-12:43 | Spokespeople
- 12:43-14:00 | Role play: Media briefing

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Day 3 - Digital Communication

- 09:00-09:39 | Social media
- 09:39-10:18 | Content
- 10:18-10:57 | Misinformation
- 10:57-11:00 | Monitoring
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Monitoring (continued)
- 12:05-12:43 | Accessibility
- 12:43-14:00 | Workshop: Digital plan

Day 4 - Public Engagement

- 09:00-09:34 | Consultation methods
- 09:34-10:08 | Participatory approaches
- 10:08-10:42 | Digital engagement
- 10:42-11:00 | Feedback loops
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Feedback loops (continued)
- 11:46-12:53 | Case study: Public consultation
- 12:53-14:00 | Exercise: Engagement design

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Day 5 - Crisis and Evaluation

- 09:00-09:54 | Crisis communication
- 09:54-10:48 | Coordination
- 10:48-11:00 | Evaluation
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Evaluation (continued)
- 12:12-13:06 | Improvement
- 13:06-14:00 | Capstone: Communication and engagement plan

Seminar dates

Available seminar dates

Live dates and pricing for Government Communication and Public Engagement generated from the course details page.

Date	Location	Format	Fee
25 - 29 January 2027	Amsterdam	Classroom	€2,830
22 - 26 February 2027	London	Classroom	€2,315
22 - 26 March 2027	Istanbul	Classroom	€1,978
26 - 30 April 2027	Vienna	Classroom	€3,225
24 - 28 May 2027	Barcelona	Classroom	€2,815
28 June - 2 July 2027	Paris	Classroom	€3,825
26 - 30 July 2027	Frankfurt	Classroom	€1,875
23 - 27 August 2027	Barcelona	Classroom	€2,815
27 September - 1 October 2027	Amsterdam	Classroom	€2,830
25 - 29 October 2027	London	Classroom	€2,315

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