Audit & Governance · AG443

Building Effective Government and Institutional Relations

Duration	Category	Ref
1 Week	**Audit & Governance**	**AG443**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

Effective government and institutional relations are essential for organisations seeking to strengthen collaboration with public sector entities, regulatory authorities, and strategic stakeholders. This course provides participants with the knowledge and practical skills needed to build productive relationships, communicate effectively with government institutions, navigate regulatory environments, and support organisational objectives through ethical and strategic engagement.

Course Objectives

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

- Understand the fundamentals of government and institutional relations.
- Identify key government and institutional stakeholders.
- Develop effective communication and engagement strategies.
- Build and maintain long-term relationships with public sector organisations.
- Apply stakeholder mapping and engagement techniques.
- Understand government decision-making and regulatory processes.
- Conduct professional negotiations with government entities.
- Promote ethical practices and transparency in government interactions.
- Develop a practical government relations action plan.

Target Audience

- Government Relations Managers
- Public Affairs and Corporate Affairs Professionals
- Regulatory Affairs Specialists
- External Relations Officers
- Communications Professionals
- Business Development Managers
- Legal and Compliance Officers
- Project Managers

- Senior Managers and Executives
- Professionals responsible for stakeholder engagement

Course Outline

Day 1

Fundamentals of Government and Institutional Relations

- Principles of government relations
- Government structures and key institutions
- Roles of government relations professionals
- Ethics and professional standards

Day 2

Stakeholder Engagement and Communication

- Stakeholder identification and mapping
- Building productive institutional relationships
- Communication with government entities
- Meeting protocols and official correspondence

Day 3

Government Engagement and Strategic Partnerships

- Government engagement planning
- Relationship-building strategies
- Negotiation techniques
- Public-private collaboration

Day 4

Regulatory Environment and Governance

- Understanding regulatory frameworks
- Policy development and implementation
- Compliance and governance
- Managing regulatory risks

Day 5

Strategic Planning and Best Practices

- Developing a government relations strategy
- Managing challenges and crises
- Measuring relationship effectiveness
- Action planning and course review

Ask us for a date for this course

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