Audit & Governance · AG326

Mastering Government Relations and Policy Advocacy

Casablanca · 21 - 25 Dec 2026

Date	Venue	Duration
21 - 25 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**AG326**	**English**

Introduction

In today’s complex governance landscape, the ability to influence policy decisions, build constructive relationships with government stakeholders, and advocate effectively for change is essential for public and private organisations alike. This course equips participants with the tools, strategies, and ethical considerations required to manage government relations and drive policy advocacy with impact and integrity.

Course Objectives of Mastering Government Relations and Policy Advocacy

Upon completing this programme, participants will be able to:

- Understand the structures and processes of government and policymaking.
- Develop and implement effective government relations strategies.
- Engage with policymakers, regulators, and public institutions strategically.
- Design and execute impactful policy advocacy campaigns.
- Navigate legal, ethical, and reputational aspects of advocacy efforts.

Course Methodology of Mastering Government Relations and Policy Advocacy

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

Organisational Impact of Mastering Government Relations and Policy Advocacy

This training programme will have a positive impact on organisations by:

- Improved alignment between organisational goals and government policies.
- Strengthened influence in regulatory and legislative environments.
- Enhanced ability to manage risk and reputation in public affairs.
- More effective engagement with key government and policy stakeholders.
- Increased visibility and credibility within policymaking circles.

Personal Impact of Mastering Government Relations and Policy Advocacy

Participants will experience personal growth and development, including:

- Improved confidence in dealing with government and legislative bodies.
- Advanced skills in lobbying, negotiation, and public affairs strategy.
- Broader understanding of policy dynamics and institutional frameworks.
- Ability to build long-term strategic relationships with public-sector stakeholders.

Who Should Attend

This training programme is ideal for:

- Public affairs, government relations, coordinators, and policy professionals
- Corporate and NGO representatives involved in advocacy
- Public sector managers and liaison officers
- Legal, compliance, and regulatory specialists
- Leaders and executives seeking to influence policy change

Course Outlines

Day 1

Foundations of Government Relations

- Understanding government systems and institutional dynamics
- Key players in the policy ecosystem: executive, legislative, and regulatory bodies
- The role of public affairs in organisational strategy
- Government relations vs. lobbying: similarities and distinctions

Day 2

Developing a Government Relations Strategy

- Mapping and prioritising stakeholders and decision-makers
- Setting objectives: access, influence, and alignment
- Building advocacy coalitions and alliances
- Monitoring political and policy developments

Day 3

Policy Advocacy Tools and Campaigns

- Framing persuasive policy messages
- Writing policy briefs and position papers
- Campaign planning and execution

- Successful advocacy strategies across sectors

Day 4

Strategic Communication and Relationship Management

- Building trust and credibility with government stakeholders
- Media and public communication strategies for advocacy
- Managing public consultations and hearings
- Conflict resolution and negotiation with public authorities

Day 5

Ethics, Compliance, and Risk in Government Relations

- Legal frameworks and lobbying regulations
- Transparency, integrity, and accountability in advocacy
- Managing reputational risks and public scrutiny
- Creating a government relations roadmap

Register or ask about this course online

https://www.hplustraining.com/cities/casablanca/mastering-government-relations-and-policy-advocacy-69678

training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14