Public Sector Management · PM164

E-Government, Digital Transformation in Government, Innovating Public Policy & Service

Dubai · 22 - 26 Nov 2026

Date	Venue	Duration
22 - 26 Nov 2026	**Dubai**	**1 Week**
Fee	Ref	Language
£3,650 GBP	**PM164**	**English**

Introduction

Technology has created extraordinary opportunities for increasing efficiency, enabling automation, and transforming how society interacts and engages with all aspects of life. The rate of change is accelerating, as are public expectations, and governments around the world must transform their operations to be more accessible, transparent, and accountable. Countries need well-defined agendas and support processes to drive change and use technology as a global example, in addition to adapting to global trends in E-Government.

Finally, through a citizen-centric model, E-Government aims to harness the power of technology to transform the way services are delivered to citizens and improve their experience. This has put pressure on organisations to realise, transform, and innovate in an environment rife with buzzwords like artificial intelligence, blockchain, big data, machine learning, virtual reality, and robotics. Even though the government is burdened by legacy and is not a "start-up," it is committed to enforcing policies and serving all citizens, including those who refuse to embrace technology.

Technology must be applied as an 'enabler' at the right time and for the right reasons, not just because it is available or the latest trend - the question to always keep in mind is 'why are we investing in technology?'

This training course will highlight:

- E-Government – Definition of E-Government and the way governments can adjust and provide e-services, to promote a shift to new services to enhance the citizen’s experiences and how to define appropriate Key Performance Indicators
- Digital Transformation – the definition of digital transformation, what are the benefits that could be delivered, and how to prioritise possibilities for automation, make use of the most proper delivery procedures, and seek opportunities to share services
- Technological Developments – All too often people use technological buzzwords or feel obliged to

apply them when they don’t necessarily understand their value and applicability. We will provide a brief overview of the current key buzzwords and how the technologies are being applied
- A Citizen-Centric Approach – How are citizens' expectations changed and how can we meet their necessities by applying suitable technology to the delivery of services
- Innovating Public Policy & Services – What is the role of Government and how can it better develop policies to deliver outcomes and create a structure and environment for innovation that delivers efficiency and improved services to Citizens? Benchmarking and learning from others – successes and failures
- Excellence, Tools & Awards – Countries with a long-term vision for Public services, typically operate various tools, guidelines, and awards to drive change

Course Objectives E-Government, Digital Transformation in Government

At the end of this training course, you will learn to:

- Identify the possibilities E-government can bring and Recognise and prioritise where technology can be best applied to drive efficiencies, enable change and enhance service delivery for Citizens
- To comprehend, research, and where to apply technologies appropriately, to enable a digital conversion that serves the Department and citizens
- Design and execute a ‘Channel Shift’ technique to enable Citizens to take up and move to the most efficient e-enabled services
- Ask the right questions and have the confidence to engage in conversations when seeking support to deliver policies, e-enable existing services or seek to improve the citizens experience
- Determinate the needs of the ‘Citizen’ in all areas of work whether writing policy, creating a communications plan, or creating or improving a service
- Understand the meaning of a Key Performance Indicators, how to create them, and ensure that they align with the outcomes sought from the application of technology
- Have insight and basic understanding of the latest ‘buzzword’ technologies and their application

Training Methodology of E-Government, Digital Transformation in Government

An interactive training course using a mixture of presentations with discussion, case studies, debates, and exercises including live examples. Ideally, attendees will bring questions and examples from their own working environment.

Organisational Impact of E-Government, Digital Transformation in Government.

Employees within Government organisations need to understand the role of technology and accept that achieving truly transformed e-enabled organisation is down to all and not just technologist who are just the enablers:

- Acquire insight and understanding of what E-Government is and how it can deliver outcomes
- Their role in delivering and enabling Digital Transformation and how it benefits the Department and Citizen’s
- Ensure employees can talk confidently with technology Departments and know what questions to ask

- Ensure a common understanding of how to improve the customer experience
- How to identify opportunities for improvement and automation in delivering existing and new services
- What to consider when defining and writing ‘outcome-based policy so as not to complicate on inhibiting the application of technology

Personal Impact of E-Government, Digital Transformation in Government

The E-Government, Digital Transformation, and innovation agendas are at the heart of Government Departments, and those who wish to progress need to embrace this change.

Participants will learn:

- Define E-Government, how it affects their role, and where they can add value to enhance its performance
- What is Digital Transformation, how it affects E-Government and how can participants ensure that their voice is heard when they potentially have a technology requirement to deliver objectives
- What are the latest ‘technology’ buzzwords mean and their relevance now or in the future
- How they can confidently engage technologists, the questions to ask, and what information they need to provide to get the support they need
- Their role in supporting and enabling the delivery of ‘Citizen Centric Services
- How to recognise and articulate opportunities to Innovate

Target Audience of E-Government, Digital Transformation in Government

This training course is about enhancing participants’ knowledge and their role in supporting the delivery of E-Government and Digital Transformation to drive efficiencies and deliver Citizen-Centric services.

This course is suitable for a wide range of professionals but will greatly benefit:

- Technologist New to Government
- Business Process and Quality Employees
- Finance Managers
- Customer Service Managers
- Policy Writers
- Marketing & Communications Delivers
- Excellence Employees

Course Outlines of E-Government, Digital Transformation in Government

DAY 1

E-Government

- Definitions – EU, World Bank, UAE
- Why E-Government is important and how it is progressing?

- E-Government Opportunities
- Creating KPI’s that Measure Desired Outcomes
- Wrap-up & Setting the Scene for Day 2

DAY 2

Digital Transformation

- What is Digital Transformation?
- Why Government is Different from the Private Sector?
- The Key Elements of Successful Digital Transformation
- Process Automation & Prioritisation
- Incremental Delivery
- The Importance & Value of Data
- Wrap-up & Setting the Scene for Day 3

DAY 3

Citizen Centricity

- What is the role of Government?
- How are Customer Expectations changing?
- Understanding the Customer Journey
- What do Citizens want from Government?
- Creating A Customer Journey
- Wrap-up & Setting the Scene for Day 4

DAY 4

Innovating Public Policy & Services

- What is Innovation? – The many definitions
- Theories of Innovation
- Creating and Environment for Innovation
- Spotting Opportunities for and Developing and Articulating Initiatives
- Wrap-up & Setting the Scene for Day 5

DAY 5

Understanding the Language

- What are AI, Blockchain and All the Other Buzzwords and When and Where can they be Applied
- Delivery Methodologies – Agile, Waterfall, Kanban, Scrum, and Lean - Where and when are they appropriate?
- The Importance of Focusing on Outcomes
- Understanding the Excellence and other Award Criteria for Digital Transformation and Customer Service Improvement
- Applying Technology for the Right Reasons

Register or ask about this course online

https://www.hplustraining.com/cities/dubai/e-government-digital-transformation-in-government-innovating-public-44877

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