

€ TRAINING

Strategic Communications and Advanced
Internal Communications in a Political
Environment



3 - 14 November 2024
Cairo (Egypt)



Strategic Communications and Advanced Internal Communications in a Political Environment

REF: X2587 DATE: 3 - 14 November 2024 Venue: Cairo (Egypt) - Fee: 5985 Euro

Introduction

Effective communication is a cornerstone of political success, particularly within parliamentary environments where the stakes are high and the audience is diverse. This comprehensive 10-day program is designed to equip political communicators with the tools, techniques, and strategies necessary to excel. This comprehensive 10-day program delves deep into the nuances of strategic communication, emphasizing the unique challenges and opportunities within parliamentary contexts.

Program Objectives:

At the end of this program, participants will be able to:

- Develop advanced communication skills tailored to the needs of parliamentary environments.
- Strengthen internal communication frameworks to ensure cohesive messaging and collaboration.
- Prepare participants to handle communication crises effectively.
- Improve media engagement techniques to shape public perception and policy understanding.
- Refine public speaking skills for impactful presentations and speeches.
- Enhance strategies for engaging with various stakeholders.
- Perfect the art of crafting clear, persuasive, and consistent messages.
- Foster a culture of feedback and continuous improvement in communication practices.

Targeted Audience:

- Members of Parliament and legislative staff
- Communication directors and officers in political offices
- Public relations professionals working within the political sphere
- Political advisors and consultants
- Government spokespersons
- Media liaisons in political environments

Program Outline

Unit 1:

Fundamentals of Strategic Communications

- Understanding Strategic Communication in a Political Context.
- Key Principles and Best Practices.
- Analyzing Communication Channels.
- Identifying Key Messages.
- Case Studies of Successful Political Communication Strategies.

Unit 2:

Developing a Communication Strategy:

- Setting Communication Goals and Objectives.
- Identifying Target Audiences and Key Stakeholders.
- Creating a Comprehensive Communication Plan.
- Resource Allocation.
- Monitoring and Evaluation.

Unit 3:

Internal Communications within Parliaments:

- Importance of Internal Communication for Political Cohesion.
- Tools and Platforms for Effective Internal Communication.
- Best Practices for Maintaining Transparency and Trust.
- Internal Communication Audits.
- Creating Internal Newsletters and Bulletins.

Unit 4:

Crisis Communication Management:

- Principles of Crisis Communication.
- Preparing for Potential Crises.

- Post-Crisis Communication.
- Case Studies of Crisis Management.

Unit 5:

Media Relations and Public Engagement:

- Building and Maintaining Relationships with the Media.
- Strategies for Effective Press Releases and Media Briefings.
- Engaging with the Public through Traditional and New Media
- Media Training for Political Spokespersons.

Unit 6:

Public Speaking and Presentation Skills:

- Techniques for Persuasive and Impactful Public Speaking.
- Overcoming Common Public Speaking Challenges.
- Using Visual Aids Effectively.
- Practice Sessions and Feedback.

Unit 7:

Digital and Social Media Communication:

- Utilizing Social Media Platforms for Political Communication.
- Creating Engaging Digital Content.
- Managing Online Presence and Reputation.
- Analyzing Social Media Metrics.
- Engaging with Digital Communities.

Unit 8:

Stakeholder Engagement and Management:

- Identifying and Prioritizing Stakeholders.

- Strategies for Effective Stakeholder Communication.
- Building Alliances and Managing Stakeholder Expectations.
- Conducting Stakeholder Meetings and Consultations.
- Feedback Mechanisms for Stakeholders.

Unit 9:

Crafting and Delivering Messages:

- Principles of Message Development.
- Techniques for Clear and Persuasive Messaging.
- Ensuring Consistency Across All Communication Channels.
- Tailoring Messages to Different Audiences.

Unit 10:

Feedback Mechanisms and Continuous Improvement:

- Establishing Feedback Loops in Communication Processes.
- Analyzing Feedback for Continuous Improvement.
- Creating a Culture of Feedback and Improvement.
- Future Trends in Political Communication.