

€ TRAINING

Policy Making



10 - 14 November 2025
Madrid (Spain)



Policy Making

REF: M2540 DATE: 10 - 14 November 2025 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program offers participants a comprehensive understanding of the principles and processes involved in policy development. It equips participants with the knowledge and skills necessary to craft effective policies that address complex societal challenges and contribute to positive change.

Program Objectives:

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

- Offer a comprehensive understanding of the policy making process, covering its stages, actors, and dynamics.
- Develop analytical skills required for policy analysis and evaluation.
- Cultivate critical thinking and problem-solving abilities crucial for formulating evidence-based policy solutions.
- Strengthen the capacity to engage stakeholders and facilitate consensus-building around policy initiatives.
- Empower members to lead and contribute effectively to the policy making process within their organizations and communities.

Targeted Audience:

- Policy analysts.
- Government officials.
- NGO leaders and staff.
- Researchers and academics.
- Advocates and activists.

Program Outline:

Unit 1:

Introduction to Policy Making:

- Overview of the Policy Making Process;

- Key Concepts and Definitions in Policy Analysis;
- The Role of Policy in Governance and Society;
- Understanding Policy Problems and Objectives;
- Case Study Analysis: Examining Policy Making in Practice;

Unit 2:

Policy Analysis and Evaluation:

- Tools and Techniques for Policy Analysis.
- Identifying Policy Alternatives and Assessing Trade-offs.
- Cost-Benefit Analysis and Impact Assessment.
- Monitoring and Evaluation of Policy Outcomes.
- Conducting a Policy Analysis Exercise.

Unit 3:

Stakeholder Engagement and Advocacy:

- Importance of Stakeholder Engagement in Policy Making.
- Mapping Stakeholders and Analyzing Interests.
- Strategies for Effective Stakeholder Engagement.
- Building Coalitions and Alliances.

Unit 4:

Policy Implementation and Management:

- Challenges and Barriers to Policy Implementation.
- Strategies for Effective Policy Implementation.
- Project Management Techniques for Policy Initiatives.
- Adaptive Policy Management and Learning.
- Case Study Analysis: Lessons from Successful Policy Implementation.

Unit 5:

Policy Innovation and Future Trends:

- Innovations in Policy Making Processes and Tools.
- Anticipating and Responding to Emerging Policy Challenges.
- Policy Responses to Global Trends and Disruptions.
- The Role of Technology in Policy Innovation.