

Government Communication Public Relations

Media Skills & Public Relations (PR)

Course Overview

Government Communication Public Relations: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Government Communication Public Relations
- Apply practical tools and techniques for Government Communication Public Relations in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Government Communication Public Relations in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Government Communication Public Relations in today's organisation
2. Key concepts and the language of Government Communication Public Relations
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Government Communication Public Relations with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
21 to 25 Sep 2026	Lusaka	\$1,450
28 Sep to 2 Oct 2026	Maputo	\$1,450
12 to 16 Oct 2026	Johannesburg	\$1,450
19 to 23 Oct 2026	Nairobi	\$1,395
2 to 6 Nov 2026	Kampala	\$1,450
9 to 13 Nov 2026	Durban	\$1,650
23 to 27 Nov 2026	Accra	\$1,550
30 Nov to 4 Dec 2026	Online	\$700

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.