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)
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**

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