

Public Policy Communication Training Course

Professional Development Training Course Outline

Category	General Training	Duration	5 Days
Base Fee	\$1,500 USD	Delivery Mode	Online / On-site Hybrid

Course Introduction

Effective communication is the cornerstone of impactful public policy. In an era dominated by digital media, social advocacy, and data-driven governance, public policy professionals must master strategic communication to influence stakeholders, drive policy adoption, and foster public trust. Public Policy Communication Training Course equips participants with the tools, techniques, and frameworks required to craft compelling narratives, manage public perception, and navigate complex policy environments. Through a mix of theory, practical exercises, and real-world case studies, learners will gain the confidence to articulate policy objectives clearly, address public concerns, and create actionable communication strategies.

This course integrates contemporary approaches such as digital storytelling, social media engagement, behavioral insights, and stakeholder mapping to ensure policy messages resonate across diverse audiences. Participants will develop competencies in crisis communication, media relations, advocacy campaigns, and evidence-based messaging. By combining analytical skills with creative communication strategies, learners will be empowered to shape public opinion, influence decision-making, and enhance policy outcomes in both governmental and non-governmental contexts.

Programme Curriculum

Public Policy Communication Training Course

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Course Duration

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Course Objectives

By the end of this course, participants will be able to:

1. Develop strategic public policy communication plans.
2. Craft persuasive policy narratives for diverse stakeholders.
3. Utilize social media for policy advocacy and citizen engagement.
4. Apply data-driven insights to optimize communication strategies.
5. Conduct stakeholder mapping and engagement analysis.
6. Implement crisis communication and reputation management techniques.
7. Design evidence-based advocacy campaigns.
8. Integrate behavioral science into policy messaging.
9. Enhance media relations and press communication skills.
10. Evaluate communication effectiveness through analytics and KPIs.
11. Use digital storytelling tools to increase public policy impact.
12. Manage cross-cultural and multi-level governance communication.
13. Build influence through public consultation and participatory approaches.

Target Audience

- Policy analysts and advisors
- Government officials and civil servants
- Public relations and communication officers
- Advocacy and NGO professionals
- Political campaign strategists
- Media and journalism professionals
- Academic researchers in public policy
- Social entrepreneurs and civic leaders

Course Modules

Module 1: Foundations of Public Policy Communication

- Importance of communication in policy success
- Key principles of strategic messaging
- Role of behavioral insights in policy adoption
- Communication challenges in government vs NGOs
- Case Study: "Digital Campaigns for Health Policy Implementation"

Module 2: Stakeholder Analysis and Engagement

- Identifying and segmenting stakeholders
- Mapping influence and interest
- Strategies for participatory policy design
- Engaging vulnerable and marginalized groups
- Case Study: "Community Engagement in Urban Development Policy"

Module 3: Strategic Messaging & Narrative Building

- Crafting policy narratives
- Framing techniques for persuasion
- Aligning messaging with policy objectives
- Visual and multimedia storytelling tools
- Case Study: "Framing Climate Policy for Local Communities"

Module 4: Digital Communication & Social Media

- Leveraging social media platforms
- Campaign planning and execution
- Measuring engagement and sentiment
- Using analytics for decision-making
- Case Study: "E-Governance Campaigns in Smart Cities"

Module 5: Media Relations & Press Communication

- Writing press releases and policy briefs
- Managing media interviews
- Crisis communication in public policy
- Media monitoring and feedback loops
- Case Study: "Public Health Communication During a Pandemic"

Module 6: Advocacy & Campaign Design

- Building evidence-based campaigns
- Coalition building and partnerships
- Policy lobbying techniques
- Mobilizing citizens for advocacy
- Case Study: "Education Policy Reform Campaign"

Module 7: Behavioral Insights & Public Perception

- Understanding cognitive biases in public perception
- Nudging behavior for policy compliance
- Designing persuasive communication experiments
- Data-driven insights for policy adoption
- Case Study: "Behavioral Interventions in Water Conservation Policy"

Module 8: Monitoring, Evaluation & Impact Assessment

- KPIs for policy communication
- Feedback mechanisms for continuous improvement

- Assessing reach and effectiveness
- Reporting and visualization techniques
- Case Study: “Evaluating Impact of Urban Mobility Policies”

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- The participant must be conversant with English.
- Upon completion of training the participant will be issued with an Authorized Training Certificate
- Course duration is flexible and the contents can be modified to fit any number of days.
- The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.
- One-year post-training support Consultation and Coaching provided after the course.
- Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
07 Sep 2026	11 Sep 2026	Online	\$1,000
07 Sep 2026	11 Sep 2026	Physical	\$1,500

Start Date	End Date	Location	Price
14 Sep 2026	18 Sep 2026	Online	\$1,000
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Online	\$1,000
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Online	\$1,000
28 Sep 2026	02 Oct 2026	Physical	\$1,500

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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