



SM081: Government Communications and Campaigns

Training Description:

This training course aims to improve, enhance and develop the skills and capabilities of government digital communications professionals and increase the efficiency of communication channels across government and federal entities in the Arab region.

Training Objectives:

By the end of the training, participants will be able to:

The Digital Ecosystem

- ✓ Develop the ability to understand and appreciate the digital ecosystem

Digital Communications & Social Media Strategy

- ✓ Learn how to develop impactful digital communications and social media strategies, that align with your organization's overall vision and objectives

Operational Governance

- ✓ Acquire the ability to develop clear operational governance frameworks, implementation roadmaps and performance measurement tools

Future of Government Communications

- ✓ Take the next step towards becoming a digital thought-leader within government and relevant sector

Training Designed for:

This course is intended for Project Directors, Contract Managers, Project Architects, Quantity Surveyors, Site Managers, Planners, Cost Controllers, Company Executives and Claim Specialists.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ Future Government
- ❖ The New Digital Era
- ❖ Government Communication GCC
- ❖ Introduction to Digital Government
- ❖ Integrated Communications Strategy
- ❖ Integrated Communications Planning
- ❖ Storytelling
- ❖ Content Creation
- ❖ Curation and Distribution of Content
- ❖ Crisis Communications

- ❖ Content Distribution
- ❖ Press Releases and Media Coverage
- ❖ Digital Tools Workshop
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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