



JOIN US ON THURSDAY JUNE 26, 2025

1ST Cohort
SA&A CPDSO-Accredited
PUBLIC SECTOR, POLICY & POLITICAL COMMUNICATIONS COURSE

Learn how to build trust, enhance reputation and manage communications and social media risk in the public sector and political context

June 26, 2025
LIVE Online with Sola Abulu
9AM - 4PM WAT

WHAT YOU WILL LEARN?

- Learn how to communicate effectively with diverse and complex audience groups in digital and physical communities
- Learn how to drive policy compliance through audience-centric communication and leverage on social media and traditional platforms for desired impact
- Understand how the media and social media landscape is changing and why the public sector needs to communicate and engage differently

WHO CAN ENROL?

- Leaders, Directors, Senior Officials and professionals responsible for managing, supporting, developing or delivering internal and external communications and stakeholder management in a political, public sector or policymaking implementation context
- This includes Media Spokespersons, Communications Directors, Heads of Departments, Campaign Directors, Press Secretaries, Consultants, Senior Officials and Media Advisers

Register:
<https://www.solaabuluassociates.com/signup-interest/>

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- 4 Modules
- 9am – 4pm WAT
- Online via Zoom
- Sola Abulu – Course Tutor
- Course content specially designed by Sola Abulu for use by anyone working in an institutional context.
- This course covers the spectrum of public relations and communications on a mass audience level that is focused on impact and change
- **Course certificate issued on completion**
- **50+ page hand-out summary of templates, key points, presentation slides made available to all course participants after the session**
- Post-event Group coaching on request



Module 1: Public Sector Communications

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1. How to manage social media issues
2. How to tell your story better as a public sector institution
3. How to build trust with the citizens and your constituents
4. How to be more strategic in public sector communications
5. How to positively differentiate the brand and reputation of your institution, agency or office
6. How to identify and manage communications risk
7. How to develop, amplify and promote a positive brand image, build a mass communications and citizens outreach campaign from scratch with measurable outcomes

For Communicators in NGOs, Public Policy, Government Institutions, Agencies & Political Organizations



Module 2: Policy Communications

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1. How to deliver effective **end-to-end communications** throughout the policy-making and implementation process
2. How to develop **an integrated audience and stakeholder communications** and engagement strategy and plan
3. How to identify communications and social media risk and mitigate or manage it effectively
4. How to **manage media issues** effectively
5. How to get your narrative out there
6. **How to manage misinformation, fake news and disinformation**
7. How to maintain the credibility of your voice

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Module 3: Political Communications

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1. How to develop and become a **positively differentiated political brand**
2. How to become a household name in a community, nation or region
3. How to increase your online and overall media presence and **public profile**
4. How to become more **relevant and influential in** political agenda-setting conversations
5. How to be more visible in the public arena
6. How to **develop and amplify a compelling message** that wins the hearts and minds of the intended people
7. How to develop a **strong voice on key issues** or in specific areas
8. How to develop and deploy an effective **campaign structure and strategy**

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Module 4: Best practices, KPIs and how to measure success

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Key Performance Indicators

- Brand Visibility ✓
- Positive Reputation ✓
- Public Perception & Goodwill ✓
- Policy Compliance & Implementation ✓
- Issues & Crisis Management ✓

This course is for anyone working in Public Relations, Media, Stakeholder Management, Advocacy and Communications roles in politics, or for a government office, agency, institution OR a public policy think-tank, or NGO

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