



## Public Relations and Effective Communication in the Public Sector

Dates: 10<sup>th</sup> - 14<sup>th</sup> February 2025

Venue: Nairobi, Kenya

### Program Overview:

This comprehensive 5-day course equips participants in the public sector with essential skills and knowledge to effectively manage communication, foster positive relationships with the public, and handle public relations challenges. Participants will learn practical techniques for building trust, handling customer inquiries, and improving the overall image of their organization.

### About Your Course Presenter:

#### Vumani MLA Ncube

Renowned Facilitator & Capacity Development Expert

**Profile:** Seasoned facilitator, trainer, and lawyer with 15+ years of experience in human resource development, labour relations, conflict management, and skills development.

**Expertise:** Labour Relations, Conflict Management, Employment Equity, Skills Development, Human Resource Management, Policy Formulation, and Project Management.

**Qualifications:** Bachelor of Laws (University of Zimbabwe), Master of Laws (Labour Law, UNISA), Skills Development Facilitator (SABPP).

**Corporate Experience:** Lawyer, Partner, Legal Consultant, and Professional Facilitator.

**Clients:** Government entities, corporate institutions, non-profit organizations, and international organizations.

**Course Expertise:** Public Relations and Effective Communication in the Public Sector

Vumani MLA Ncube brings extensive expertise in public relations and effective communication to facilitate this comprehensive course. Participants will gain valuable insights and practical skills to:

- Manage public perception and reputation
- Develop effective communication strategies
- Build stakeholder relationships
- Handle crisis communication
- Enhance public sector communication

Vumani MLA Ncube will facilitate the Public Relations and Effective Communication in the Public Sector course for ASEC to transformative learning experience, designed to equip public sector professionals with the knowledge, skills, and attitudes necessary to excel in public relations and effective communication.



**Learning Outcomes**

PERSONAL BENEFITS

- Enhance their communication skills for effective public engagement
- Develop confidence in handling customer service interactions
- Improve their ability to manage crisis situations
- Gain practical knowledge in writing for public sector communication

ORGANIZATIONAL BENEFITS

- Improved public perception and reputation
- Enhanced customer service and stakeholder engagement
- Effective crisis communication and reputation management
- Increased transparency and accountability
- Better communication with diverse audiences.

**Who Should Attend?**

- Financial sector professionals
- Regulators, and Policymakers interested in understanding deposit insurance systems Organizations
- Local Authorities

**COURSE DELIVERY METHODOLOGY:**

- Interactive lectures
- Group discussions
- Practical simulations
- Feedback and assessment.

Upon completion of the program, participants will receive a Certificate of Completion from Africa Skills Enhancement Centre Limited (ASEC).

**ICT POLICY:**

All delegates participating in this program will be equipped with a brand-new Laptop as a support tool for the course.

**HOSPITALITY POLICY:**

All the delegates participating in this program will be entitled to:

- Tuition, Training Materials, Lunch and Refreshments
- Airport transfers and inwards logistics while in Nairobi
- 16GB Flash disc for training materials
- An excursion tour
- 1-year free virtual support on the area of knowledge

**TUITION FEE:**

<b>Dates and Duration: 10<sup>th</sup> – 14<sup>th</sup> February 2025</b>	<b>1 Week</b>
<b>Cost Includes: Tuition, Study Materials, Refreshments, Lunch, ICT &amp; Hospitality Packages Only</b>	<b>\$2,450.00</b>
<b>TOTAL per delegate</b>	<b>\$2,450.00</b>



## DAY THREE

### CRISIS COMMUNICATION AND REPUTATION MANAGEMENT

- Crisis communication strategies
- Managing negative publicity and social media
- Practical crisis management simulation
- Reputation management best practices

## DAY FOUR

### WRITING FOR PUBLIC SECTOR COMMUNICATION

- Principles of writing in the public sector
- Effective email and letter writing
- Writing press releases and public announcements
- Practical exercise: Writing a public response



## DAY FIVE

### COMMUNICATION SKILLS FOR BUILDING COMMUNITY RELATIONS

- Building strong community relations
- Public speaking and presentation skills
- Effective communication with diverse audiences
- Course review and final assessment

#### Materials Provided:

- Comprehensive course manual
- PowerPoint presentations
- Case studies and group exercises
- Feedback and assessment tools

#### COURSE SCHEDULE:

- ✚ Registration: 7:45 AM, Day 1  
Complimentary Tea and Coffee Reception: Immediately after registration

#### ✚ Daily Course Timetable:

8:30 AM - Course Commences  
10:15 AM - Morning Tea Break  
1:00 PM - Lunch Break  
2:15 PM - Afternoon Tea Break  
3:00 PM - Course Concludes

- ✚ Please note that these times are approximate, as the program's interactive nature may necessitate flexibility. If you have any queries or require assistance, please do not hesitate to contact us.

- ✚ Thank you for joining us, and we wish you a productive and enriching learning experience.

#### Official Authorizer for ASEC

**DIRECTOR**

Ms. Khadijah Masoud Ally

Managing Director

Welcome to Public Relations and Effective Communication in the Public Sector. This comprehensive 5-day course, designed to enhance your public relations and communication skills in the public sector. Our expert facilitators will guide you through interactive sessions, case studies, and practical exercises to ensure a valuable learning experience.