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Public Relations and Effective Communication in the Public Sector

Dates: 10th - 14th 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.





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

TRAINING PROGRAM: $10^{th} - 14^{th}$ February 2025 (5 Days) The training activities commences at 8.30am (Kenyan Time). Principal Facilitator(s) will direct the training and study: and the activities will be Coordinated ASEC's Rapporteur(s).

COURSE OBJECTIVES

- Understand public relations principle in the public sector.
- ♣ Develop effective communication skills.
- Build trust and credibility with stakeholders.
- Manage customer service interactions.
- Handle crisis communication and reputation management.
- Write effectively for public sector communication.
- ♣ Foster positive community relations

DAY ONE

INTRODUCTION TO PUBLIC RELATIONS AND COMMUNICATION

- Understanding public relations in the public sector
- Differentiating between public and private sector communication
- Building trust and credibility
- Effective communication techniques

PERSONAL BENEFITS

- ✓ Enhanced career advancement.
- √ Improved conflict resolution skills.
- ✓ Increased confidence in public engagement.

ORGANIZATIONAL BENEFITS

- Enhanced transparency and accountability.
- Better stakeholder engagement.
- Improved crisis resilience.

DAY TWO

CUSTOMER SERVICE AND STAKEHOLDER

ENGAGEMENT

- Understanding stakeholder needs
- Customer service excellence
- Empathy and active listening
- Role-playing: Managing customer interactions

Course Faculty

- Experienced public relations and communication experts
- Trained facilitators with public sector expertise



ASEC BANKING DETAILS

Payment Instructions

- ♣ Accepted payment methods: Bank Transfer, and Credit Card.
- Late payment fees may apply

Bank Name: Nation microfinance Bank.

Beneficiary: Revolve Investment
Bank Account: 22510102500
Swift code: NMIBTZTZXXX
Branch Code: Mlimani city

Reference: Africa Skills Enhancement Centre

Limited (ASEC)



3

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.