CONCEPT

Government Communication: Citizen Engagement, Public Information and Campaigns

16 – 20 November 2026
Dubai - Five-star CBD venue



Government Communication: Citizen Engagement, Public Information and Campaigns

Ref: 948_21670 **Date:** 16 – 20 November 2026 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Introduction:

Government communication often lags behind policy: new rules and services launch before citizens understand them, messages differ between agencies, enquiry lines absorb avoidable calls and nobody can show whether public trust or understanding moved. This Core Concept course gives government communication units a practitioner method to link communication strategy to policy and service goals, research citizen audiences, write plain-language public information, run awareness and behaviour-change campaigns across digital and face-to-face channels, and measure reach, understanding and trust. Participants produce a Government Communication Plan for a case policy or service launch.

Course Objectives:

- Define the mandate, structure and approval workflow of a government communication unit and its links with policy, service and spokesperson teams
- Build a communication strategy that traces each message and channel back to a stated policy or public service outcome
- Segment citizen and resident audiences using service usage data, enquiry records and audience insight research
- Write plain-language announcements, service guides and public notices that citizens can understand and act on
- Plan public awareness and behaviour-change campaigns across digital, social and face-to-face channels, with enquiry and complaint handling built in
- Measure reach, comprehension and public trust and report the results to agency leadership

Target Audience:

- Heads and team leads of government communication units who plan announcements and campaigns for their agency
- Managers in spokespeople's offices who prepare public statements, briefing lines and citizen-facing content
- Public service managers responsible for explaining new services, eligibility rules and procedure changes to the public
- Managers of contact centres and citizen enquiry channels who handle questions and complaints arising from policy changes
- Digital channel managers who run agency websites, service portals and official social media accounts
- Internal communication managers who coordinate messages across ministries, agencies and field offices

Course Outline:

Day 1: Government Communication Units, Mandates and Public Trust

- Government Communication Functions: Public Information, Citizen Engagement, Campaigns and Internal Messaging
- Communication Unit Operating Models: Central Office, Agency Units and Shared Service Hubs
- Message Approval Workflow Between Policy Owners, Legal Advisers and Spokespeople's Offices
- Public Trust Drivers: Transparency, Responsiveness, Consistency and Fairness Signals
- Communication Capability Self-Assessment and Unit Gap Register

Day 2: Communication Strategy, Citizen Insight and Campaign Planning Models

- Policy-to-Message Logic Model Linking Programme Goals, Communication Objectives and Indicators
- Campaign Planning Cycle: Objectives, Audience Insight, Strategy, Implementation and Evaluation
- Citizen Segmentation Using Service Usage Data, Enquiry Records and Life-Event Journeys
- Behavioural Insight Methods: Barrier Analysis, Defaults, Reminders and Social Norm Messaging
- Channel Mix Matrix for Portals, Social Platforms, Broadcast, Community Outreach and Service Centres

Day 3: Plain-Language Public Information and Policy Announcements

- Plain-Language Checklist: Reader Tasks, Sentence Length, Active Voice and Defined Terms
- Policy and Regulation Announcement Pack: Core Narrative, Questions and Answers and Stakeholder Briefing Notes
- Service Launch Content Set: Eligibility Guide, Step-by-Step Instructions and Frequently Asked Questions
- Social Media Content Calendar and Accessible Formats: Captions, Alt Text and Easy-Read Versions
- Agency Style Guide for Public Notices, Web Updates and Official Statements

Day 4: Enquiries, Cross-Agency Coordination and Public Information Risks

- Enquiry and Complaint Communication: Response Scripts, Escalation Routes and Service Recovery Messages
- Cross-Agency Message Alignment Grid and Joint Announcement Protocol
- Frontline Staff Briefing Pack Issued Before Public Launches
- Misinformation Response: Social Listening, Prebunking and Correction Notices
- Emergency Public Information: Warning Message Structure and Update Cadence

Day 5: Case Work: Government Communication Plan for a Service Launch

- Case File: New Public Service with Changed Eligibility Rules and Online Application
- Case Audience Insight Map and Message Hierarchy Built with the Day 2 Tools
- Case Plain-Language Announcement Pack and Channel Schedule
- Case Measurement Plan: Reach, Comprehension Testing, Enquiry Volume and Trust Survey Indicators
- Government Communication Plan Presentation to a Mock Agency Leadership Panel

Skills You Will Gain:

- Citizen Audience Segmentation
- Policy Message Framing
- Plain-Language Drafting
- Behaviour-Change Campaign Design
- Government Channel Planning
- Enquiry Response Scripting
- Cross-Agency Message Coordination
- Public Trust Measurement

Why Attend This Course:

- Leave with a Government Communication Plan for a case policy or service launch, reviewed by a mock leadership panel
- Test announcements against real citizen tasks before launch so frontline teams face fewer repeat questions
- Give policy owners, spokespeople's teams and contact centres one approved message set and briefing sequence
- Compare public communication practice with peers from health, municipal, education, transport and social service agencies

Conclusion:

Citizens act on government policy only when they hear about it, understand it and trust the source. The course moves from the mandate, structure and approval workflow of government communication units, through logic models, citizen insight, behavioural methods and channel planning, to plain-language announcements, service launch content, enquiry handling, cross-agency coordination, misinformation response and emergency public information. The final day applies the method to a service launch case and produces a Government Communication Plan with measures of reach, comprehension and trust.