COURSE BROCHURE

Government Communication

An applied course on explaining public policies and government services to citizens in clear language, and on planning public information campaigns and measuring their effect.

Code	HT-GOV-109
Category	Government & Public Sector
Duration	1 week
Level	Intermediate

Introduction

A policy can be sound and a service well designed, yet both can fail because citizens did not understand what changed, why, and what they need to do; government communication is part of delivering a policy, not something that follows it.

Objectives

- Define the roles of government communication and its principles of accuracy, impartiality and prudent use of public funds
- Explain public policies and their rationale to the public in clear, consistent language
- Inform citizens about services and service changes through the channels that suit each group
- Plan public campaigns grounded in audience insight and behavioral insights
- Measure communication outcomes and coordinate messages across government bodies

Who should attend

- Staff of government communication and media departments in ministries and agencies
- Public awareness and outreach officers in service agencies
- Content editors and coordinators of official government websites and channels
- Government project managers tasked with launching new policies or services

Skills you will develop

- Plain-language policy explanation
- Communicating government services
- Public campaign planning
- Communication impact measurement

Learning Outcomes

- Prepare a message house for a new policy announcement with the core message and supporting evidence
- Rewrite a legal or procedural text in plain language the general public can follow
- Prepare a complete public campaign plan following the stages of the OASIS framework
- Set indicators that measure communication outcomes and changes in public behavior

Course Outline

Day 1: The Role and Principles of Government Communication

- Functions of government communication: informing, explaining, engaging and changing behavior
- Accuracy, impartiality and the line between government communication and partisan promotion
- Audience analysis, segmentation and reaching underserved groups

Day 2: Communicating Policy

- Explaining the rationale for a government decision and what it means for citizens
- Simplifying legal and technical language
- The message house for announcing new policies

Day 3: Communicating Services

- Informing users about service changes and eligibility conditions
- Service information across websites, service centers and text messages
- Accessible content for people with disabilities and multilingual audiences

Day 4: Campaigns and Behavior Change

- Planning campaigns with the OASIS framework
- The EAST framework for behavioral insights in public messages
- Public consultation and two-way engagement with citizens

Day 5: Measurement and Coordination

- Telling apart communication outputs, outcomes and impact
- Coordinating and aligning messages across government bodies
- Applied project: a communication plan for launching a policy or a change to a government service chosen by the participant

Training methodology

Rewriting realistic government texts and testing their clarity with colleagues from other fields
Analyzing published government campaigns from several countries against the OASIS stages
A message house workshop for a fictional, contested policy
Final communication plans presented to a panel acting as an agency's leadership

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Amsterdam	11 – 15 January 2027	EN	EUR 5,500
Online	18 – 22 January 2027	AR	EUR 1,800
Istanbul	21 – 25 June 2027	EN	EUR 4,800
Dubai	28 June 2027 – 2 July 2027	AR	EUR 4,500
London	5 – 9 July 2027	EN	EUR 5,700
Amsterdam	12 – 16 July 2027	AR	EUR 5,500
Online	19 – 23 July 2027	EN	EUR 1,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/government-communication