



P R I S A

Public Relations &  
Communication Management

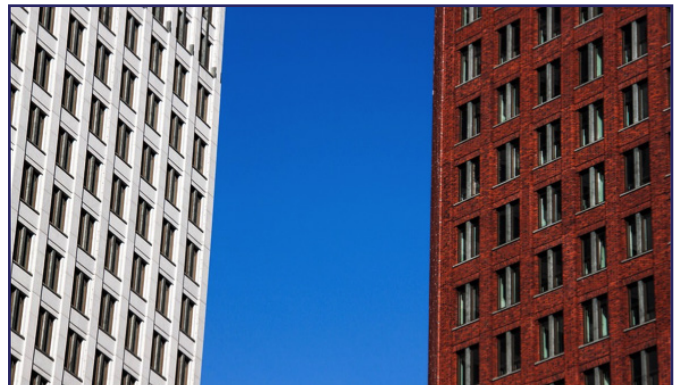
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## COURSE OUTLINE

Course	<b>PROTOCOL AND ETIQUETTE OF GOVERNMENT RELATIONS</b>
Date	<b>24 August, 2018</b>
Region	Gauteng
Venue	48 Queens Road, Bryanston
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Outline

**Engaging with government will always be easier if you know how government is structured and how it operates and functions. Business and government are two sides of the same coin, since a nation will not function if one of these entities is not taking the role seriously and passionately. 'Government relations' is more than just wining and dining politicians and public-sector officials.**



This one-day workshop is targeted at public relations professionals who want to obtain a practical understanding of government relations. With the emerging influence of social media, government and public officials are now frequently using this as a channel and platform to engage with the public and its stakeholders.

In South Africa, the constitutional and legislative framework of government is anchored in public participation. This is typically the case in all spheres of government namely national, provincial and local including Parliament.

### Workshop outline:

The workshop is designed to be interactive and to encourage participation. The following areas will be covered:

- Introduction to government relations and definition of the terms
- How government is structured and understanding the way government functions
- Building a solid network of political principles including technocrats that drive strategic agendas of government
- Understanding how policy formulations are executed right up to promulgation into an Act of Parliament
- Defining political risk, mitigating that risk for business purposes

- Drafting public policy positions, researching policy issues to raise them during engagement with government
- Hospitality and entertainment

## At the end of this workshop you will be able to:

- Understand government relations
- Understand how to prioritise the government relations function at a strategic and functional level
- Develop a workable government relations plan
- Government engagement framework
- Protocol management

## About the facilitator

**Thabang** is Executive Head for Nedbank's Group Public Affairs. He manages stakeholder relationships, specifically in the public-sector space. He holds a Bachelor of Communications degree from the Charles Sturt University in Australia, a MBA from Regenesys Business School, and has completed the GIBS Global Executive Development Programme. He served as head of group government relations at Absa and headed up group communications at Sanlam. Between 2006 and 2008 he was in charge of communications for the Deputy President of South Africa.



<b>Duration:</b>	<b>1 Day</b>
<b>CPD Points:</b>	<b>7.5</b>
<b>*Early bird PRISA Member:</b>	<b>R2420.00</b>
<b>Late PRISA member:</b>	<b>R2670.00</b>
<b>*Early bird non-member:</b>	<b>R2950.00</b>
<b>Late non-member:</b>	<b>R3210.00</b>
<b>PRISA registered student:</b>	<b>R1400.00</b>
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

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*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262