GLOBAL HORIZON PLUS
TRAINING CENTER



Effective Communication and Briefing Skills for Government Relations

Cairo - InterContinental Cairo Semiramis

06-12-2026

Effective Communication and Briefing Skills for Government Relations

Course code: AG351 From: 06-12-2026 Venue: Cairo - InterContinental Cairo Semiramis Course Fees: 3100 £

Introduction

Government Relations (GR) professionals are the bridge between organizations and the public sector. Their ability to craft persuasive messages, prepare accurate briefing materials, and communicate effectively with government officials is crucial for building trust and achieving organizational objectives. This program equips participants with the skills to deliver clear, impactful communication through reports, policy briefs, stakeholder updates, and oral briefings. Participants will practice real-world scenarios, from writing concise briefing notes to confidently presenting to senior officials.

Course Objectives of Effective Communication and Briefing Skills for Government Relations

Upon completing this program, participants will be able to:

- Understand the principles of effective communication in government relations.
- Prepare concise, accurate, and persuasive briefing notes and reports.
- Deliver professional oral briefings to internal leaders and external stakeholders.
- Adapt communication style to different audiences, including senior government officials.
- Build confidence in handling challenging questions and sensitive issues.
- Strengthen overall interpersonal and stakeholder communication skills.

Course Methodology of Effective Communication and Briefing Skills for Government Relations

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyze real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

Organizational Impact of Effective Communication and Briefing Skills for Government Relations

This training program will have a positive impact on organizations by:

- Improves the organization's ability to communicate clearly with public stakeholders.
- Enhances the credibility of the organization in government forums and meetings.
- Reduces miscommunication and errors in official correspondence and briefings.
- Supports strategic government engagement through professional communication practices.

Personal Impact of Effective Communication and Briefing Skills for Government Relations

Participants will experience personal growth and development, including:

- Builds participants' confidence in public speaking and briefing delivery.
- Improves writing clarity, conciseness, and persuasiveness.
- Enhances interpersonal communication skills for government-facing roles.
- Equips participants with tools to handle pressure in official communications.
- Strengthens professional image and effectiveness in GR roles.

Who Should Attend

This training program is ideal for:

- Assistant Coordinators and Officers in Government Relations.
- Public Affairs and Stakeholder Engagement Professionals.
- Corporate Communication Specialists working with public sector stakeholders.
- Managers and Supervisors who prepare or deliver official briefings.

Course Outlines

Day 1

Foundations of Government Relations Communication

- The role of communication in government and stakeholder relations.
- Understanding government protocols and expectations.
- Characteristics of effective GR communication (clarity, brevity, accuracy).

- Common pitfalls in government communication and how to avoid them.
  Case study of strong vs. weak government briefings.

Day 2

Writing Effective Briefing Notes and Reports

- Purpose and structure of briefing notes, memos, and position papers.
- How to simplify complex information for decision-makers.
- Writing for busy officials: the one-page briefing rule.
- Tone, style, and format for professional correspondence.
  Draft a briefing note on a regulatory update.

Day 3

Oral Briefing and Presentation Skills

- Preparing for meetings with senior government officials.
- Structuring oral briefings: opening, key points, close.
- Verbal clarity, body language, and handling nerves.
- Dealing with questions and objections confidently.
  Role-play simulation delivering a 5-minute oral briefing.

Day 4

Stakeholder Engagement and Interpersonal Communication

- Active listening and empathetic communication with stakeholders.
- Adapting messages for different audiences (internal vs. external).
- Building trust and credibility through consistent messaging.
- Managing difficult conversations and sensitive topics.
  Mock stakeholder meeting with role-plays.

Day 5

Integration, Practice, and Real-World Application

- Combining written and oral briefing skills.
- Preparing briefing packs for leadership ahead of a government meeting.

- Group exercise: prepare and deliver a full briefing (written + oral).
- Peer and trainer feedback for improvement.
- Action planning: applying skills in participants current roles.
  Output: A final briefing portfolio (notes + oral delivery) to take back to the workplace.