

DIGITAL TRANSFORMATION OF PUBLIC AFFAIRS AND GOVERNMENT RELATIONS 2024



**WORK
SHOP**



**INTENSIVE
TRAINING**



**INTERNATIONAL
NETWORK**

FEES

Local Fees: K30,000 including a brand new laptop

International Fees: \$ 2000 including a brand new laptop

AN INTENSIVE 5-DAY TRAINING COURSE

Leveraging Data and Technology to Enhance the impact of Government Relations

**17 - 21
JUNE 2024**

VENUE

Radisson Blu Hotel Lusaka,
Zambia

REGISTER NOW!

COURSE CONTENT

This Digital Transformation of Public Affairs and Government Relations training course will show participants how to develop and implement digital public affairs strategies that achieve efficiency and effectiveness, thereby increasing value to the organization. It will arm them with the necessary skills, tools, and capabilities to digitally reshape their government- and public affairs functions and teams. As AI and data science proliferate, hence their applications for public policy and government affairs should be evaluated and prudently implemented, with the expectation that these innovations will lead to more efficient and effective policy and decision making.

Touching on all aspects and use cases of Public and Government Affairs - from stakeholder mapping to government engagement, the training course will provide you with practical digital transformation frameworks and step plans to digitalise operations and strategies. It will help Public Affairs and government relations leaders understand how to manage digital transformation programmes through a combination of lectures, discussions, and hands-on exercises. The training course will also cover the latest trends and best practices in the field and provide participants with the tools and knowledge they need to effectively navigate and succeed in the digital landscape of policy and public affairs.



THIS DIGITAL TRANSFORMATION OF PUBLIC AFFAIRS AND GOVERNMENT RELATIONS TRAINING COURSE WILL HIGHLIGHT:

- ♦ How to manage digital transformation projects in public affairs
- ♦ Digital skills for public affairs
- ♦ Implementing frameworks and step plans
- ♦ Digital technologies for public affairs - machine learning, blockchain, data clouds
- ♦ Information architecture and data analytics for public affairs



OBJECTIVES

At the end of this Digital Transformation of Public Affairs and Government Relations training course, you will learn to:

- Identify how digitalisation of public affairs can increase its value to the wider organization
- Identify, describe the Public Affairs use cases for digitalisation
- Distinguish between the different technical, software and engineering roles, in order to manage and implement digitalisation programmes
- How to make better use of data, analytics and visualization for Government Relations
- Benchmark your transformation against other industrial players and measure the success indicators of your improved performance

TRAINING METHODOLOGY

This Digital Transformation of Public Affairs and Government Relations training course uses a range of digital leadership and business models, methods, lectures, discussions and tools along with hands-on exercises, situational simulations, individual feedback and case studies.

ORGANIZATIONAL IMPACT

The organization will benefit in the following ways:

- Building a stronger ability to attain digital leadership
- Formulating relevant research inquiries to steer their digital engagement objectives
- Improving business management and strategy by leveraging cutting-edge digital technologies
- Fostering innovation and enhancing the efficiency and effectiveness of operational procedures
- Influencing innovation and decision-making that affects revenue expansion
- Facilitating the development of information capabilities that substantially elevate value derived from government and regulatory involvement

PERSONAL IMPACT

Participants will gain the following benefits:

- Acquiring digital skills for leading transformation projects
- Steering teams through workplace innovation challenges
- Establishing ethical professional relationships with key stakeholders
- Developing digital strategies to enhance Government Relations outcomes
- Effectively using digital platforms for communication and community-building
- Learning about digital technologies, tools, trends, and frameworks' best practices and current status

DIGITAL TRANSFORMATION

0%  100%

WHO SHOULD ATTEND?

This training course is designed for those who might be new to this discipline, and will serve as useful building blocks for those already active in this area.

The success of Digital Transformation of Public Affairs in any organization will involve people from a number of disciplines, this training course is equally relevant to those involved in the wider application of Public Affairs as well as those Senior figures and Executives who need to engage with Government, Legislators and Politicians for work.

The Digital Transformation of Public Affairs and Government Relations training course is ideal for managers responsible for Strategic Government and Public Affairs, including:

- Leaders and Managers of Public Affairs and Government Relationship teams
- Ministerial & Ministerial Committee Levels
- Executive Management and Directors
- Government Relations Officers
- Public Affairs Officers / Professionals
- Public Relations Officers / Professionals
- Policy Makers / Officers / Analysts / Professionals



INTERNAL COMPLIANCE AND ACCOUNTABILITY

- Staff's roles, responsibilities and accountabilities and how those relate to the rest of the organization are clearly defined.
- A strong internal control environment with processes and measures that are aligned with the external accountability framework is created.
- Actions already completed are reported and discussed, and stakeholder input is sought to help plan and carry out new activities.
- Staff are held accountable to the governing body, but the governing body's responsibilities to staff are also acknowledged.
- Clear policy is implemented on when and how the governing body will consult and involve staff and their representatives in decision-making.

COURSE OUTLINE

DAY 1 DIGITALISATION FRAMEWORKS:

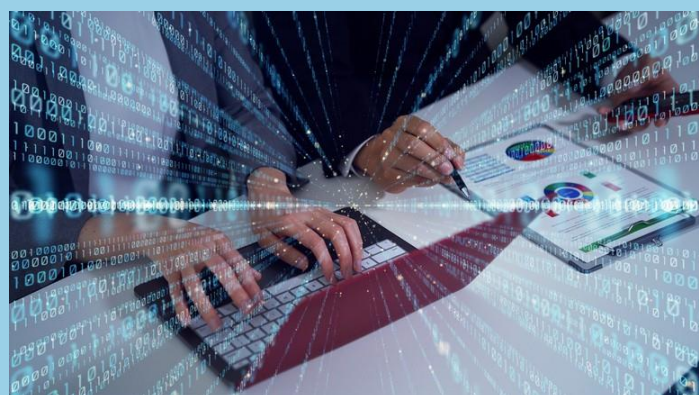
- Overview
- Framework for digital transformation of public affairs
- The advantages of digitally transforming public affairs
- Perspectives on digital transformation
- Steps for public affairs digital transformation

Workshop - Session 1: Creating a digital tool for analyzing a political process

- Overview
- Framework for digital transformation of public affairs
- The benefits of digitally transforming public affairs
- Perspectives on digital transformation
- Steps for public affairs digital transformation

Workshop - Session 1: Creating a digital tool for analyzing a political process

- Introducing the scenario
- Defining the use case
- Outlining the requirements



Day 2 Data Management:

- Governments and open source data
- Development of digital portals and platforms
- Business intelligence and data analytics for public affairs management
- A managerial perspective on data analytics for digital transformation
- Data/information architecture
- Data visualization for public affairs

Workshop - Session 2: Create a digital tool for analyzing a political process

- Governments and open source data
- Development of digital portals and platforms
- Business intelligence and data analytics for public affairs management
- A managerial view of data analytics for digital transformation
- Data/information architecture
- Data visualization for public affairs

Workshop - Session 2: Developing a digital tool for analyzing a political process

- Data identification
- Data collection



COURSE OUTLINE

DAY 3 DIGITAL TECHNOLOGIES

- Exploring the role of machine learning in public affairs management
- Understanding blockchain in public affairs
- The integration of the cloud in public affairs management
- Useful technology tools for public affairs managers
- Recognizing digital trends in today's society
- Implementing a data management platform for public affairs

Workshop - Session 3: Creating a digital tool for analyzing political processes

- Leveraging machine learning for public affairs management
- Exploring blockchain in public affairs
- The cloud's impact on public affairs management
- Practical tools for public affairs managers
- Identifying digital trends in society
- Implementing a data management platform for public affairs

Workshop - Session 3: Integrating machine learning into the tool

DAY 4 IMPLEMENTATION

- Differentiate between digital roles and activities
- Enhance digital skills within your public affairs team
- Oversee digital transformation projects in public affairs
- Report on digital transformation initiatives to senior management
- Address privacy and security concerns

Workshop - Session 4: Create a digital tool for analyzing political processes

- Identify digital roles and activities
- Develop digital skills for your public affairs team
- Lead digital transformation projects in public affairs
- Provide reports on digital transformation initiatives to senior management
- Ensure privacy and security measures are in place

Workshop - Session 4: Design the UI/UX

CERTIFICATE

Oxford Management Centre Certificate will be provided to delegates who successfully completed the training course. Accreditation



BOOKING FORM

US\$ 2000.00

PER DELEGATE EXCLUDING VAT,
TRAVEL & ACCOMMODATION

***To attend this event, payment has to be made before the 7TH JUNE, 2024**

For discounts on group bookings, please email us at info@visionafricaevents.com or call K.Lembela (training@visionafricaevents.com) at +260 978 758 724

CONTACT INFORMATION OF AUTHORIZED SIGNATORY

(Signatory must be authorized to sign on behalf of the company)

Company:

Address:

Contact Person:

Designation: Date:

Tel:

Cell:

Fax:

Email:

Company VAT #:

Authorized Signatory:

DELEGATE LIST

Delegate 1:

Position:

email:

Delegate 2:

Position:

email:

Delegate 3:

Position:

email:

Delegate 4:

Position:

email:

Delegate 5:

Position:

email:

TERMS & CONDITIONS:

(The following terms and conditions will apply)

Payment is required in full 5 days from date of invoice

- All payments to made directly to Vision Africa Events
- No seats will be reserved, unless Vision Africa Events receives a signed registration form
- Vision Africa Events reserves the right to change speakers, programme content, date & venue due to circumstance beyond our control.

The signed booking/registration form is a legally binding contract.

Cancellations

All cancellations will be subject to approval by the management of Vision Africa Events. All cancellations made 21 days prior to the date of the booked event will be subject to a 75% cancellations fee. Cancellations made 21 days before the booked event will be subject to 100% cancellation fee. There will be no refunds on Credit Card payments.

PAYMENT METHODS

Bank Transfer:



Atlas Mara Bank Limited, Zambia

Plaza, church road, Lusaka

Swift code: FMBZZMLX, Sort Code: 20044

Branch code: 301

ZMK ACCOUNT: 3015882912011

DOLLAR ACCOUNT: 3015882912922

Cheques: Made payable to Vision Africa Events

**Credit Card: Please fill in your credit Card details below
(Please note that ONLY VISA & MASTERCARD ARE ACCEPTABLE)**

Credit card Holder's Name:

.....

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Expiry date: 20

Credit Card # :

CVC #:

Card Holder Signature :

SUBSTITUTIONS

Delegates must inform Vision Africa Events in writing of any substitutions

- Vision Africa Events will NOT charge for substitutions
- Vision Africa Events will NOT be held liable for incorrect Delegate details on Certificates, etc. in the event of substitutions being made on the day of the event or conference.

In the event of Vision Africa Events having to cancel or postpone an event due to circumstance beyond our control, delegates will be issued with a credit voucher, which may be redeemed for future events or conferences.

Vision Africa Events will not be held liable for travel and accommodation costs outside the conference dates. The event fees include: Seminar / Conference Materials, Lunch, refreshments, but excludes travel & accommodation. Call the events team for help with recommended hotels for the event.