

Expert Government Relations and Best Practices

Now in its 17th successful year - regularly updated to remain relevant to changing political elements!

Target Audience/Time:

Vice-Presidents & Directors of Government/Media/Public Relations from Corporations regulated by government: Pharmaceutical, Transportation, Natural Resources, Import/Export, and more; plus Voluntary organizations, Professional/Trade Association, Marketing and/or Resource Management Boards. Board members, CEO's, General Managers, and other Senior Executives that must interact regularly with the Government officials and politicians.

2 Days, 8:30am - 9 pm, 3rd Day 8:00 to Noon. Greeting and orientation session the evening before the first full day.

Objectives:

- Explore the fundamental structures of Federal and Provincial government - both Civil Servant and Political
- Examine the various processes of government, and how to affect policy development and/or regulatory implementation, present your position and inputs, and advance your cause.
- Develop a sense of enhanced trust and communication amongst your organization's representatives, the community, and government representatives.
- Explore the Leading Practices and Competencies in Government & Media Relations today and the framework for effective: Personal Practice, Team Practices, Organization-wide Practices, and Community-wide Practices.
- "Workshop" Faculty Case Studies, plus improved approaches and application to your own situations through preparation for 'Live Case Studies'.

Pre-Course Participant Preparation

- Selected readings and web-links
- Development of Live Case Outline.
- Summary of your current Government Relations Strategy

Faculty:

Bruce Rawson, Maryantonette Flumian, Peggy Garitty
Senators and Politicians-in-Residence (To Be Confirmed).

[View](#) some of our past Federal & Provincial Ministers we have had over the years.

Agenda

Arrival/Orientation & Greeting Session

4:00pm - Arrival and check-in

6:00pm - Reception/Dinner

7:00pm - Welcome, Introductions, & Overview

- Participant challenges and outcome objectives for the program

Day One

Am

- Understanding Government Processes and Structures
- Civil Service Processes
- Political Processes
- Citizen/Community Trends, Issues, Realities

Pm

- Who Influences Government and How
- " Closed-door Discussion with Prominent Provincial Politician
- Media Relations and Community Relations - and their connection to effective Government Relations

Day Two

Am

- Developing a Government Relations Strategy - Faculty Case Examples

Pm

- Developing Government Relations Strategies - Live Case Studies from Participants
- Closed-door Discussion with Prominent Provincial Politician

Day Three

Am

- Closed-door Discussion with Prominent Federal Politician
- Final Case Examples
- Review and final Q & A session

Pm

- Closure

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