

COMMUNICATION FOR PUBLIC POLICY DELIVERY



In a time of decreasing trust in the government, the effective delivery of public policy relies on effective communication with citizens. To better engage with them, policymakers must first understand the motivations behind people's behaviour, and then use those insights to shape messages that can influence their audience. Effective communication also requires a nuanced understanding of the changing media landscape and the latest developments in digital technology.

Offered in collaboration with WPP, the course on *Communication for Public Policy Delivery* draws on WPP's work with over 70 governments worldwide and the government communications experience of the Lee Kuan Yew School of Public Policy's faculty. It aims to provide you with conceptual foundations and practical knowledge in using behaviour insights to communicate policies effectively to the public.

You will learn about the different functions of the key marketing disciplines of market/social research, media planning and buying, advertising, and public relations.

Combining classroom learning with a 'Live Challenge' component, the course allows you to experience the working culture of a marketing/communications agency by putting together a pitch for a real government communication challenge.

WHAT WILL YOU GAIN

- Appreciate the role of communication in the successful delivery of public policy
- Understand the communications cycle of strategy, planning, execution, and evaluation
- Appreciate the relationship between behaviour change theory, communication strategy, and policy outcomes
- Explore the moral and ethical dimensions of framing and communicating policy messages
- Understand the unique challenge of delivering public policy in an era when social media echo chambers filter out government information
- Explore how technology and digital media are changing the context and tools of government communications

WHO SHOULD COME

- Senior government officials charged with developing or implementing public policy, particularly in the area of citizen engagement and/ or behaviour change
- Senior- and mid-level government communicators who wish to deepen their understanding and skills in strategic communications to deliver effective policy outcomes

FEATURED FACULTY

Sean Larkins

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ABOUT THE PARTNERSHIP

WPP is a global leader in marketing and communications services business. It's Government & Public Sector Practice works with more than 70 governments worldwide. The Practice has delivered this programme with the LKY School and trained over 140 government officers over five runs.