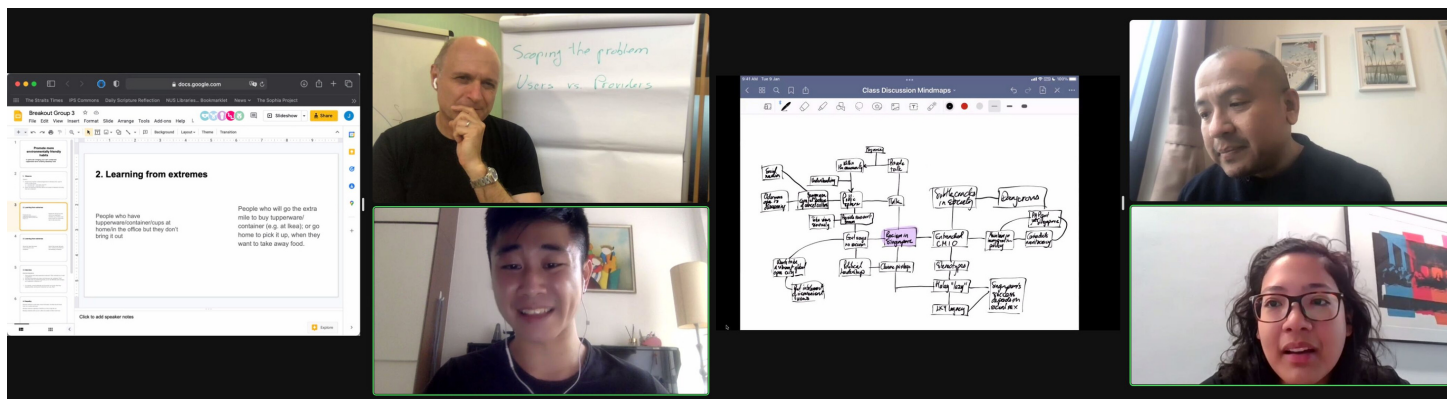


# PROFESSIONAL CERTIFICATE IN PUBLIC POLICY AND ADMINISTRATION

## PCPPA 2: Citizen Engagement and Public Communications



The world has seen a turn of events that have allowed governments to realise that public engagement is becoming ever more important and essential in the policy space.

This programme aims to provide you with relevant and practical skills to address issues found within citizen engagement and public communications. The programme has a focus on exploring communication and engagement strategies that are designed to address policy campaigns, crisis management, and policy communications to the public.

\*This is one of three short courses within the Professional Certificate in Public Policy and Administration (PCPPA). It is not compulsory to attend all three PCPPA short courses unless you are working towards a Professional Certificate.

### WHAT YOU WILL GAIN

- Understand the context of the public/society and the citizen, and its relation to the public sector.
- Understand issues that arise with regards to citizen engagement.
- Learn and apply important practical in public communications, across various contexts such as crisis management, campaigns etc. in specific contexts.

### WHO SHOULD COME

- Policy officers, analysts, practitioners who are developing or implementing public policy, particularly in the area of citizen engagement and/or behaviour change.
- Individuals who wish to deepen their understanding and skills in strategic communications to deliver effective policy outcomes
- Current or aspiring individuals who wish to enter consultancy work in the areas of Public Affairs, Public Relations and Government Relations.

