

Unlocking Behavioural Insights for Impactful Public Policy Communication



In times when confidence in governments is declining, good public policy relies on clear and impactful communication. If policymakers are to develop messages that will inspire people, they must comprehend the drivers behind human behaviors, using new insights and advanced digital technologies to communicate with their audiences efficiently and effectively. This program brings together WPP's global experience, supported by insights from the Lee Kuan Yew School of Public Policy, equipping participants with practical tools to use behavioral insight, market research, media planning, and public relations in effective policy communication. Through classroom sessions and a hands-on Live Challenge, participants will tackle real government communication issues and thereby gain invaluable experience in crafting strategies that drive public engagement.

ABOUT THE PARTNERSHIP

WPP is a global leader in marketing and communications services business. Its Government and 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.

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 middle-level government communicators who wish to deepen their understanding and skills in strategic communications

WHAT YOU WILL GAIN

- Appreciate the role of communication in the successful delivery of public policy
- 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

FEATURED FACULTY

Laure Van Hauwaert

Executive Director, EU Institutions

Leong Ching

Vice Provost (Student Life), NUS and Associate Professor, Lee Kuan Yew School of Public Policy



Appreciate the role of communications in the delivery of public policy



Learn how to use behavioural insights to create effective messages



Explore the moral and ethical dimensions of policy messaging



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