

Government: image and communication

The UK experience



One-week study programme
15 to 19 October 2012



PAI is accredited by the
British Accreditation Council
for Independent Further and Higher Education

About the programme

The worlds of government and of media need each other. Their symbiotic relationship, however, is fraught with difficulties. "Government: image and communication" explores responsible management of public communication in a democratic society. While governments need the communications media – and especially news coverage – to carry their message to the public, the credibility of the media depends on independence from government. Hence this critical relationship needs careful management on both sides. The balance between complicity and opposition requires intelligent and tolerant practitioners who understand each other's problems. "Government: image and communication" offers participants the opportunity to explore these issues with experienced professionals from both worlds, including practical visits and observation of the process in the UK context.

How participants will benefit

The study programme will:

- Broaden participants' knowledge of government and political party activities in relation to the news and other communications media, especially in the UK
- Enable participants to learn from the experience of UK government communicators and of leading journalists and editors
- Encourage participants to consider ways of widening access to public information for a wide range of groups in society
- Raise participants' awareness relating to handling public information and communication
- Assist participants in sharing experience from their countries with others in comparable situations.

Who is it for?

The programme is designed for government press, communication and information officers, political and general editors from national newspapers, broadcasting organisations and news agencies as well as spokesmen/women from political parties and non-governmental organisations (NGOs). The programme will also benefit other individuals with responsibility for disseminating information to the public.

What the programme will cover

This programme will review:

- Traditional and new media, including digital broadcasting and social media
- Government priorities in managing public communication and political party involvement
- News media priorities, public interest, freedom of information
- Parliamentary coverage in relation to government news
- The role of public relations and marketing professionals in media management and image promotion.

“Government: image and communication” will include presentations and discussions, briefings by government communicators, editors and journalists, and may also include group visits to editorial offices, TV and radio stations, pollsters and PR agencies. Participants will have the opportunity to discuss practical issues affecting their own professional life and to compare and contrast experience with counterparts from different countries.

Programme outline

	AM	PM
Day 1	Welcome and introduction <ul style="list-style-type: none"> – Participants’ informal presentations – Setting the political agenda 	Government and the media: information and ‘spin’ <ul style="list-style-type: none"> – UK government communication: the challenge of 24/7 media – Political balance
Day 2	Communicating through a range of media <ul style="list-style-type: none"> – Coordinating Government news – Stakeholder engagement 	News management in practice – 1 <ul style="list-style-type: none"> – The UK news media – <i>Visit to a political party headquarters</i>
Day 3	Communicating with the world – 1 <ul style="list-style-type: none"> – <i>Visit to BBC World Service</i> 	News management in practice – 2 <ul style="list-style-type: none"> – The digital revolution – <i>Visit to a government communications directorate</i>
Day 4	Communicating with the world – 2 <ul style="list-style-type: none"> – <i>Visit to Reuters newsroom</i> – How the international press reports the UK 	Using modern media <ul style="list-style-type: none"> – Social media networking
Day 5	The UK and overseas news <ul style="list-style-type: none"> – How the UK media report other countries 	Improving your country’s image <ul style="list-style-type: none"> – Participants’ presentations – Presentation of certificates of attendance

We reserve the right to change the programme as necessary.

Application form

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Please complete this application form and post, fax or email to:

Clare Walters, Programme Manager
Public Administration International
10 Bayley Street, London WC1B 3HB UK
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.
www.public-admin.co.uk

Please print clearly in black ink and in capital letters

Personal details

First name _____

Family name _____

Title (Prof. Dr. Mr. Mrs. Ms. etc.) _____

Nationality _____

Dietary requirements _____

Disabilities _____

Have you participated in a PAI study programme before? _____

If yes, which programme(s)? _____

Dates of programme(s)? _____

Current position

Title of post _____

Employer _____

Address _____

Telephone _____

Fax _____

Email _____

Brief description of your main role and responsibilities _____

Education and professional training

Please provide brief details of your education and professional qualifications and training _____

Language

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

Location and arrival arrangements

The study programme will be based in central London. On request, PAI can assist in finding suitable hotel accommodation and can arrange travel to and from the airport.

Fees and other costs

The fee for this one-week study programme will be £1,780. This includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the advertised programme¹, printed material/books and other documentation. UK Value Added Tax (VAT) will not be charged if applicants can provide written confirmation from their government or its accredited representative that they are employed by their government in furtherance of its sovereign activities. In all other cases, VAT (currently 20%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 15 October 2012. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to allow approximately £175 per person per day.

Discount

We offer a 10% discount on the tuition fee if a funding organisation sponsors more than three participants in any one calendar year. Please ensure that when you book your fourth participant (in any one calendar year) you let us know so that we can apply the discount.

Insurance

Participants are advised to arrange travel and health insurance cover before leaving their home country.

Public Administration International (PAI)

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and best practice are our key objectives. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of the public services worldwide.

Programme Director

The Programme Director is Dr. Tim Dunmore. Tim was formerly a Deputy Director at the UK Cabinet Office, where he headed the team managing the recruitment and professional development of communicators across government. Originally a university lecturer in politics, Tim has more than 20 years' experience in communications for a number of departments and agencies. Since retiring from the Cabinet Office he has specialised in training communications professionals for governments in the UK and across the world.

¹Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

How to apply

Please complete the attached Public Administration International application form and post, fax or email it to:

Clare Walters
Programme Manager
Public Administration International
10 Bayley Street
London WC1B 3HB
UK
T +44 (0)20 7580 3590
F +44 (0)20 7580 4746
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: www.public-admin.co.uk

If you would like to discuss the programme or to find out more about Public Administration International and our services, please contact:

Claire Cameron
Director
Public Administration International
T +44 (0)20 7580 3590
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Public Administration
International

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