



Ministry of Foreign Affairs

Communicating with the Public

A Shiraka professional development course



Netherlands Enterprise Agency

Berenschot

The Netherlands invites senior civil servants from the MENA region to apply for a professional development course on Communicating with the Public.

Eligible countries are: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories, Qatar, Saudi Arabia, Sudan, Tunisia, United Arab Emirates, Yemen.

The objective of the course is for civil servants working in the field of Government Communication to gain new and to share their knowledge and skills enabling them to lead and inspire the modernization of Government Communication in their home countries. The course also aims to strengthen participants' ties with the Netherlands and the Dutch government; especially between Dutch civil servants and their counterparts in the target countries.

Goals of the 'Communicating with the public' professional development course

The Ministry of Foreign Affairs of the Netherlands is organising the professional development course with the aim to increase:

- the participants' knowledge about government communication theory and understanding of the role of public communication in a democratic society;
- the participants' insight in public communication processes and in the playing field between government and citizens;
- practical communication skills and professional competencies.

Additionally, the course provides participants the opportunity to develop a valuable network with other civil servants in the region and in the Netherlands.

Course outline and content

The professional development course on Communicating with the Public comprises three inter-related and integrated components: theory, practical skills and study visits. The course will also allow the uptake of the learned principles in a practical project: Back Home Action Plan (BHAP). In the BHAP, each participant will have to describe a concrete project in communication with the public, such as: writing a (improvement) plan for the communication function within their organization, making a (improvement) plan for the further professionalization of one or several communications aspects (such as communications advice, press relations, research) or making a communication plan for a specific project in which communication with the public plays an important role.

Dates, location and language

The professional development course will take two weeks in total.

26 November 2018 – 7 December 2018

The Hague

The Netherlands

We offer the course as much as possible in English and French, supplemented where necessary by translation into Arabic. Participants are obliged to attend the two weeks in full. After the full completion of the course, participants will receive a certificate.



Costs and fees

The Dutch government will take care of all relevant costs for participants from countries on the [OECD-DAC list](#). This includes international travel, board and lodging, visa and insurance, and tuition fees for the course. Participants from countries that are not on the OECD-DAC list will pay for their own international travel costs; flight tickets and visa. Board and lodging, insurance and tuition fees for the course will be covered by the Dutch government.

All applicants are responsible for the organization and costs of travelling to the airport in their own country. In case of no-shows or cancellations within four weeks before the start of the first part of the training, the organization has the right to claim all costs incurred from the participants' employer.

Application

Applications should be made online before 1st of August 2018. To apply you have to create an account first which will enable you to fill out the online application form. Go to the website:

<http://www.shiraka.nl/en/courses/>

Click on "Apply" and scroll to *Communicating with the Public*. Click on "Apply here: application form". Click on create an account and enter your personal information and login information. Click on register.

After you have registered, your account is created. Log on to fill in the application form for *Communicating with the Public* and save the form. Once you save your application form, you will have successfully applied. You will receive a confirmation e-mail.

Selection criteria are:

- *Administrative check*. Fully documented applications received before the deadline.
- *Match of organization*. This course isn't related to certain policy topics. But the course is most relevant for organizations who have a key position in communicating with the public. Either it is strongly involved with the public or the organization wants to involve the public. For instance because their policy's or the execution of these policy's effect the lives of many citizens on national, regional or local level.
- *Match of job position*. Participants are preferably engaged in the following subject(s): organizational communication, corporate communication, external communication, media affairs, providing information to the public/stakeholders, communication about government policy, PR and branding.
- *Relevant experience*. Participants have between five and ten years of relevant work experience as civil servant. For example: they are communication professionals, or communication is a large part of their job description / responsibility's, they preferably work in a communication department, or are responsible for leading communication department, making communication policy's or communication projects.
- *Relevant qualities*. Participants have the following qualities: they are motivated to acquire (new) knowledge and skills, they are motivated to do things in a different way when they get back home, their learning goals and motivation are related to the topic of the course, of they have international experience; they have no (previous) participation in other Shiraka or Matra-South Training Programs.
- *Language*. Participants speak and write Arabic and/or English and/or French in a way that is sufficient enough to exchange knowledge on the topic of communicating with the public.

We encourage female civil servants to apply. There are 25 places available, which will ideally be divided equally between the invited countries.

Shiraka training programme

The course will be organized as part of the Shiraka program, an initiative of the Ministry of Foreign Affairs of the Netherlands. Shiraka is a Dutch bilateral effort dedicated to contributing to political development in the MENA region. Through this Shiraka training program, the Netherlands Ministry of Foreign Affairs aims to stimulate and support sustainable transition in the MENA region and to strengthen relations between the Netherlands and the target countries.

More information

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The Shiraka Training Programme is an initiative of the Dutch Ministry of Foreign Affairs. The unit International Projects, Missions & Matchmaking of the Netherlands Enterprise Agency implements the Shiraka Training Programme. The Communicating with the Public professional development course will be organized by Berenschot.

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