



Ministry of Foreign Affairs

Communicating with the Public

A Shiraka professional development course

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 and share their knowledge and skills, enabling them to lead and inspire the modernisation of Government Communication in their home countries. The course also aims to strengthen participant's 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, aiming to increase:

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

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.

First week – in the Netherlands, November 2019

During the first week of the course the participants will gain insight into the relationship between government, citizens and journalism in a democratic society and the role of the government communication. Parts of the programme will also focus on the organisation of government communication and related disciplines such as the role of spokesmen and press officers. Participants gain practical experience on government communication by following various workshops touching upon topics as media- and stakeholder analysis. A visit to a communications department of a large municipality in the Netherlands is also part of this week's programme, serving as an inspiration of how public communication in such a setting is organised.

Second week – to be determined country MENA region, February 2020

In the second week, the emphasis will be on triggering changes in the political-administrative environment, for example by means of entering dialogue with the environment. Participants gain practical experience on government communication by following various workshops touching upon topics, such as media- and stakeholder analysis. The participants will also get the opportunity to gain practical skills through workshops about presentation skills and speechwriting.

Back Home Action Plan (BHAP)

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. The time between the two training weeks facilitates participants to work on the BHAP both in between those weeks as well as after completing the entire programme.

Dates, location and language

The professional development course will be spread over two weeks, one in the Netherlands and one in a to be determined country in the MENA region.

4 November 2019 – 8 November 2019

The Hague, The Netherlands

10 February 2020 – 14 February 2020

To be determined country in the MENA region

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 – one week in the Netherlands (November 2019) and one in a to be determined MENA region country (February 2020). 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 organisation and costs of travelling to the airport in their own country. Participants from countries on the OECD-DAC list departing from an international airport outside their own country, will have to cover local travel expenses themselves and will be compensated for the international part of their journey.

In case of no-shows or cancellations within four weeks before the start of the first part of the training, the organisation has the right to claim all costs incurred from the participants' employer.

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 affaires; 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 to exchange knowledge on the topic of communicating with the public.

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

Application

Applications should be made online before August 26th, 2019.

Creating an account is the first application step, which will enable you to fill out the online form. Visit: <http://www.shiraka.nl/en/courses/>

1. Click on "Apply" and scroll to *Communicating with the Public*.
2. Click on "Apply here: application form".
3. Click on create an account and enter your personal information and login information. And subsequently click on "Register".
4. 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.
5. Once you save your application form, you will have successfully applied.
You will receive a confirmation e-mail.

Shiraka training programme

The course will be organized as part of the Shiraka programme, 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 programme, 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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Berenschot



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