



Citizen-Centric Public Service Marketing

This masterclass will assist those who want to learn how to communicate and market the benefits and value of public policy programs to achieve lasting change and engagement. Participants will acquire the knowledge and skills to create, identify and implement methods and strategies that will communicate the value of their policy programs to key stakeholders. Successful social marketing campaigns will be analysed to help identify why they are effective. Participants will design, develop and implement their own marketing campaign aimed at achieving the objective of acceptance and engagement with a public policy.

Recommended audience

This masterclass is designed for managers, public servants or those involved in the non-profit sectors who want to learn the latest in the marketing of public policy programs.

Key benefits

By the end of this masterclass, participants will be able to:

- Identify the value propositions of multiple stakeholders
- Design and implement a marketing strategy for a public policy program
- Analyse and map the role and importance of stakeholders of a policy program
- Analyse the key factors of effective public policy programs

Topics to be covered

- Stakeholder identification and mapping
- Value propositions
- Social marketing and non-profit marketing principles
- Communication strategies in a digital age
- Marketing of a public policy program

Length of session

One full-day of combined short interactive lectures and group discussions

