Garnet
Garnet Global Training Center

GGT-MD-108

Media, Journalism & Digital Content

Government Communication

الاتصال الحكومي

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Government Communication focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. Programs for newsrooms, communication teams and content creators. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of Government Communication to real tasks.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.

Who should attend

Journalists, media officers, content creators and spokespersons. Practitioners with one to five years of experience benefit most.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Government Communication: principles and standards

- Storytelling and structure
- Group discussion and peer review

Day 2 Methods and tools in practice

- Writing for media
- Visual and video content

Day 3 Diagnosis and problem solving

- Media ethics and law
- Measurement and reporting

Day 4 Quality, safety and documentation

- Audience analytics
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan

- On-camera skills
- Common mistakes and how to avoid them

10-day outline

Day 1 Government Communication: principles and standards

- Storytelling and structure
- Group discussion and peer review

Day 2 Methods and tools in practice

- Writing for media
- Visual and video content

Day 3 Diagnosis and problem solving

- Media ethics and law
- Measurement and reporting

Day 4 Quality, safety and documentation

- Audience analytics
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan

- On-camera skills
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Regional and international case studies

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Checklists and templates to take away

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
18–22 Jan 2027	5-day online	Live online	English	2,950
1–5 Mar 2027	5-day classroom	Singapore	English	4,750
21 Jun – 2 Jul 2027	10-day classroom	Vienna	English	8,950
2–6 Aug 2027	5-day classroom	Geneva	English	4,750
9–13 Jul 2028	5-day classroom	Doha	Arabic	4,750
20–31 Aug 2028	10-day classroom	Cairo	English	8,950
11–15 Sep 2028	5-day classroom	Dubai	English	4,750
20 Nov – 1 Dec 2028	10-day online	Live online	Arabic	5,450
8–12 Jan 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
11–15 Mar 2029	5-day classroom	Kuwait City	Arabic	4,750
16–20 Sep 2029	5-day classroom	Doha	Arabic	4,750
12–23 Nov 2029	10-day classroom	Istanbul	English	8,950
18–22 Feb 2030	5-day classroom	Istanbul	English	4,750
14–25 Apr 2030	10-day classroom	Cairo	English	8,950
6–17 May 2030	10-day online	Live online	Arabic	5,450
18–22 Nov 2030	5-day classroom	Singapore	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/