



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Government Media Relations Management And Communication Strategy Training

Communication Studies and Language / Communication Studies

Unit Standard 114481 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips government and public sector professionals with the skills to manage media relations effectively and develop strategic communication plans. Participants will learn to navigate the unique challenges of government communication, including crisis management, stakeholder engagement, and message alignment with policy objectives.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	114481
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of government media relations to manage interactions with journalists and media houses.
- Analyze the role of communication in supporting government policy implementation and public engagement.
- Evaluate media coverage and stakeholder feedback to inform communication strategy adjustments.
- Design a comprehensive communication plan that aligns with organizational objectives and regulatory requirements.
- Implement crisis communication protocols to protect organizational reputation during emergencies.
- Demonstrate the ability to draft press releases, media statements, and key messages for diverse audiences.

WHO SHOULD ATTEND

- This course is designed for communication officers, media liaison officials, public relations practitioners, and managers in government departments, municipalities, and state-owned entities who are responsible for media relations and communication strategy.

COURSE OUTLINE

Day 1: Foundations of Government Media Relations and Communication Strategy

- Introduction to government media relations and communication strategy.
- Stakeholder mapping and audience analysis in the public sector.
- Principles of strategic communication: alignment with policy and public interest.
- Legal and ethical frameworks: access to information, confidentiality, and accountability.
- Media landscape in South Africa: traditional, digital, and community media.
- Crafting key messages and talking points for government.
- Media monitoring and evaluation: tools and metrics.
- Practical exercise: drafting a media relations plan.

Day 2: Advanced Applications and Crisis Communication in Government

- Advanced media engagement: interviews, press briefings, and media kits.
- Crisis communication planning: risk assessment, message development, and spokesperson training.
- Digital and social media strategies for government: platforms, policies, and engagement.
- Case studies: analysing government communication in crises (e.g., service delivery protests, health emergencies).
- Building media relationships and managing misinformation.
- Evaluation and reporting: measuring communication impact and ROI.
- Group workshop: developing a communication strategy for a simulated government scenario.
- Final assessment and feedback.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 114481) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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