

Strategic Advocacy and Policy Influence for Government Affairs

27 September – 1 October 2027
Amsterdam

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Strategic Advocacy and Policy Influence for Government Affairs

Ref: 103600581_74532 **Date:** 27 September – 1 October 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Course Overview:

Advanced Advocacy & Policy Influencing for Government Affairs is a 1-week advanced course designed for professionals involved in Government Affairs Training, Government Relations Training, Public Affairs Training, and Policy Influence Training. The course helps participants understand how government decision-making works, how policies are shaped, and how organizations can ethically influence outcomes.

This Advanced Advocacy Training covers advocacy strategy, stakeholder mapping, lobbying, public-private dialogue, policy engagement, and influence measurement. Participants will learn how to identify key decision-makers, build evidence-based policy positions, manage stakeholders, design advocacy campaigns, and track policy impact. The course is ideal for professionals seeking an Advanced Advocacy and Policy Influencing Course, Government Relations Advocacy Course, or Corporate Government Affairs Training that combines strategic thinking with practical application.

Target Audience:

- Government affairs and government relations professionals
- Public affairs and corporate affairs teams
- Policy, advocacy, and regulatory affairs specialists
- Stakeholder engagement and external relations managers
- Legal, compliance, ESG, and risk professionals
- Senior managers involved in policy influence and institutional engagement
- Association, chamber, NGO, and business council representatives

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Targeted Organizational Departments:

- Government Affairs
- Public Affairs
- Corporate Communications
- Regulatory Affairs
- Legal and Compliance
- Strategy and Business Development
- ESG and Sustainability
- External Relations
- Policy and Advocacy
- Risk Management

Targeted Industries:

- Energy, oil and gas, and utilities
- Banking, insurance, and financial services
- Healthcare and pharmaceuticals
- Technology and telecommunications
- Infrastructure, construction, and transport
- Manufacturing and industrial sectors
- Trade, logistics, and supply chain
- Professional associations and business councils
- NGOs and international organizations
- Highly regulated public-sector-facing industries

Course Offerings:

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

- Understand government decision-making and policy development processes.
- Build advanced advocacy and policy influence strategies.
- Map decision-makers, influencers, allies, blockers, and stakeholders.
- Design effective government relations and public affairs action plans.
- Develop persuasive policy messages, briefing notes, and position papers.
- Apply lobbying and advocacy techniques ethically and professionally.
- Build coalitions and use public-private dialogue for policy reform.
- Measure policy influence using indicators, outcomes, and progress tracking.
- Manage transparency, reputational risk, and responsible corporate political engagement.

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Training Methodology:

The course uses a practical and interactive methodology built around real government affairs and advocacy scenarios. Participants will engage in case discussions, group exercises, stakeholder mapping, policy-cycle analysis, lobbying simulations, role plays, and advocacy planning workshops.

The methodology combines Strategic Advocacy Training, Policy Engagement Training, Stakeholder Engagement Training, and Government Decision-Making Training. Participants will apply the concepts directly by creating stakeholder maps, drafting policy messages, preparing meeting briefs, designing engagement plans, and developing a final government affairs action plan. Each session includes discussion, guided practice, feedback, and reflection to help participants transfer the learning to their own organizations.

Course Toolbox:

Please note that tools are not provided as ready-made software. Participants will be introduced to insights, examples, and practical templates relevant to the course, such as:

- Government decision-making map
- Policy cycle framework
- Stakeholder power-interest matrix
- Advocacy strategy template
- Policy brief structure
- Lobbying meeting checklist
- Coalition mapping template
- Public-private dialogue planning model
- Ethical lobbying checklist
- Corporate political engagement risk checklist
- Policy influence indicators
- Advocacy monitoring dashboard example

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Course Agenda:

Day 1: Government Decision-Making and Policy Influence

- **Topic 1:** Government decision-making structures and policy cycles
- **Topic 2:** Formal and informal decision pathways
- **Topic 3:** Key policy actors and influence points
- **Topic 4:** Advocacy, lobbying, public affairs, and government relations
- **Topic 5:** Policy framing, approval, and implementation
- **Topic 6:** Building a policy influence strategy
- **Reflection & Review:** Reviewing decision-making and influence opportunities

Day 2: Stakeholder Mapping and Political Intelligence

- **Topic 1:** Identifying decision-makers, allies, and blockers
- **Topic 2:** Power, interest, and influence analysis
- **Topic 3:** Mapping stakeholder networks
- **Topic 4:** Political intelligence for advocacy planning
- **Topic 5:** Identifying champions and coalition partners
- **Topic 6:** Turning stakeholder analysis into action
- **Reflection & Review:** Reviewing influence pathways and stakeholder priorities

Day 3: Advocacy Strategy and Lobbying Practice

- **Topic 1:** Designing an advanced advocacy strategy
- **Topic 2:** Setting policy advocacy goals
- **Topic 3:** Developing evidence-based policy positions
- **Topic 4:** Preparing for lobbying meetings
- **Topic 5:** Using consultations and policy dialogues
- **Topic 6:** Creating persuasive advocacy messages
- **Reflection & Review:** Reviewing advocacy strategy and credibility

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Day 4: Public-Private Dialogue and Ethical Influence

- **Topic 1:** Public-private dialogue for policy reform
- **Topic 2:** Designing effective dialogue platforms
- **Topic 3:** Coalition building and partnership alignment
- **Topic 4:** Transparency, ethics, and conflicts of interest
- **Topic 5:** Responsible corporate political engagement
- **Topic 6:** Managing opposition and policy resistance
- **Reflection & Review:** Reviewing ethical influence and stakeholder trust

Day 5: Measuring Influence and Action Planning

- **Topic 1:** Defining success in policy influence
- **Topic 2:** Advocacy indicators and milestones
- **Topic 3:** Monitoring engagement and outcomes
- **Topic 4:** Contribution, attribution, and policy change
- **Topic 5:** Reporting progress to leadership
- **Topic 6:** Developing the final advocacy action plan
- **Reflection & Review:** Presenting and refining the final plan

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should ideally have experience in government affairs, public affairs, policy advocacy, stakeholder engagement, regulatory affairs, communications, legal, compliance, or senior management roles. This is an advanced course, so basic familiarity with institutional engagement or policy environments is recommended.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

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What is the difference between advocacy, lobbying, public affairs, and government relations?

Advocacy promotes a policy idea or cause. Lobbying involves direct engagement with officials to influence laws, regulations, or decisions. Public affairs manages the wider external policy environment, while government relations focuses on structured relationships with public institutions and decision-makers.

How This Course is Different from Other Advanced Advocacy & Policy Influencing Courses:

This course goes beyond basic advocacy communication. It focuses on advanced government decision-making, stakeholder power mapping, lobbying strategy, public-private dialogue, ethical influence, and policy impact measurement. Participants do not only learn concepts; they build practical action plans, map real stakeholders, develop policy messages, and assess influence risks.

The course is especially suitable for professionals who need a strategic Government Affairs and Government Relations Training experience that connects advocacy planning with measurable policy outcomes, responsible engagement, and long-term institutional trust.