

Managing Government Relations

Learn how to bridge the gap between interests of the public sector and your organisation

Date: Oct. 28, 2026

Duration: 6 days (over 3 weeks)

Mode of Delivery: Live Virtual

PROGRAM FEE: N750,000

Overview

The Managing Government Relations programme equips professionals with the knowledge and skills to engage effectively with government institutions, policymakers, and regulators. In an era of shifting laws, evolving policies, and increased public scrutiny, the ability to manage government relations strategically is vital for organizational success. Participants will learn how to build trust, influence public policy ethically, and manage advocacy, lobbying, and reputation issues. This programme empowers leaders to turn government relations into a powerful tool for business growth and social impact.

Who should attend

This programme is ideal for professionals responsible for managing an organization's interaction with government or regulatory bodies. It suits leaders in corporate affairs, public relations, communications, NGOs, and policy management who seek to build credibility, influence decision-making, and strengthen public-sector relationships.

Learning Objectives and Benefits

Participants on this programme will:

- Build strategic, ethical relationships with government stakeholders.
- Understand and adapt to changing legal and policy environments.
- Manage communication, reputation, and stakeholder engagement.

Structure and Curriculum

- Understanding how political and social forces influence business operations
- Identifying key stakeholders and power structures
- Mapping external risks and opportunities
- Linking environmental insights to organisational strategy
- Role of government relations in organisational success
- Building a proactive public affairs strategy
- Understanding policymaking processes and timelines
- Tools for influencing regulatory and legislative outcomes
- Establishing and maintaining relationships with policymakers
- Designing systems for continuous stakeholder engagement
- Building networks across public, private, and NGO sectors
- Aligning stakeholder management with business objectives
- Core elements of reputation management
- Building trust and credibility with external audiences
- Crafting unified communication messages
- Using integrated communication frameworks to support public affairs
- Understanding public consultation processes and requirements
- Engaging communities and interest groups effectively
- Advocacy tools for promoting favourable policy outcomes
- Aligning advocacy efforts with organisational values and objectives
- Working with media to shape narratives
- Designing targeted public relations campaigns
- Leveraging digital media for influence
- Managing public perception during issue cycles



Secure Your Spot / Need to Know More?

Oluwakemi Mfon-Bassey
08086726686
Omfon-Bassey@Lbs.edu.ng

Afolabi Oyewunmi
07019900756
Aoyewunmi@Lbs.edu.ng

Toba Olugosi
07080070553
Tolugosi@Lbs.edu.ng

Florence Dick
07086095194
Fdick@Lbs.edu.ng
Exceedsales@Lbs.edu.ng

Lagos Business School
Lekki - Epe Expressway Ajah,
Lagos, Nigeria
Info@Lbs.edu.ng
+234-(0)-8025014623