

Communications for Public Leaders:

Storytelling, speeches, social media and successful media interviews



One-week professional development workshop
9 to 13 June 2025 in London



ACCREDITED
SHORT COURSE PROVIDER
BRITISH ACCREDITATION COUNCIL
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PAi is accredited by the
British Accreditation Council
for Independent Further and Higher Education

About the workshop

Every successful public leader is a master of the art of communication. Whether we like it or not, effective communication with key audiences, using a variety of tools, is one of the key tests for leaders. We judge our leaders on their ability to articulate their mission, educate and inspire and build a rapport with audiences.

This intensive skills-based workshop is designed to give leaders in the public realm the key insights and skills they need to prosper in the modern media age. We will use immersive learning techniques to give you practical tools and skills to use at work. The workshop is a hands-on, lively, stimulating and tailored experience, with case studies, visits, role-plays and professional feedback and guidance. You will end the week with renewed confidence, solid determination and new abilities to succeed.

What the week will cover:

- The art of storytelling, crafting a narrative and how to apply storytelling techniques to public institutions
- How to write and deliver compelling, memorable and effective speeches in a variety of settings, from board rooms to stadiums
- How to deliver a message on radio and television and to prepare spokespeople for tough interviews, including filming and playback
- How to write like a journalist, including scripts, news releases, social media and articles.

Who is the workshop for?

Everyone working in a communications setting will benefit from our programme, whether in the public or private sector, a non-government or international organisation or an academic institution. You might be a public leader, manager or director of communications. You might be developing a career in government communications, public relations, speech-writing, marketing or advertising. This programme is aimed at communicators of every kind, across the spectrum of government-to-public communications, marketing communications professions, journalism, broadcasting and those who want to develop their own understanding of modern communications.

How participants will benefit

The workshop will:

- Develop your knowledge of how leaders in the public eye use a range of techniques to communicate, shape opinion and drive behaviour change
- Help you to learn transferable personal skills for use at work in your current and future roles
- Develop your skills to speak, persuade, answer questions and stay on message in challenging situations
- Benchmark and stress-test your own skills set, identify areas for improvement and recognise where new skills should be developed
- Establish good practice across the world as you share experience from your country with others in comparable situations.

What the workshop will cover

This workshop will cover a wide range of topics in the field of modern communications, looking at how institutions develop their strategies for communicating with key audiences. We investigate how to develop a communications strategy, how to understand and segment audiences, how to develop feedback loops and listening activities, how to use the ancient arts of rhetoric and storytelling in a modern digital context and how to handle a tough, hostile media environment. We will use practical exercises and role-play to hone media handling and interview skills and develop messages for your public audiences.

The workshop will include presentations, exercises, case-studies and discussions. You will have the opportunity to discuss practical issues affecting your own professional life and to compare and contrast experience with counterparts from different countries.

Programme outline:

	AM	PM
Day 1	<ul style="list-style-type: none">• Welcome and participants' introductions and development of individual learning objectives• Your roles, your organisations• Modern communications, ancient arts	<ul style="list-style-type: none">• Why we love storytelling• What is your 'narrative'• How does it work for Governments and institutions?
Day 2	<ul style="list-style-type: none">• Making and writing speeches• How to write for others• A range of rhetorical devices	<ul style="list-style-type: none">• Exercise: writing and delivering a speech, with peer review
Day 3	<ul style="list-style-type: none">• Exercise: writing and delivering a speech• How speeches fit into your strategy• How to craft a social media clip	<i>Visit to the Tower of London to hear the guides make their speeches</i>
Day 4	<ul style="list-style-type: none">• Handling the media• Dealing with interviews and news conferences• Preparing spokespeople• Meeting a journalist	<i>Face-to-face or virtual visit to the London Borough of Westminster Council or a UK Government Ministry</i>
Day 5	<ul style="list-style-type: none">• Effective writing: media scripts, news releases, web copy and policy briefings	<ul style="list-style-type: none">• Wrap up and key lessons learned• Evaluation of the workshop• Presentation of certificates of attendance

We reserve the right to change the programme as necessary.

Workshop Director

The Workshop Director will be Paul Richards.

Paul is an experienced professional communicator, writer, author, broadcaster, trainer and campaigner, with decades of experience in dealing with journalists and broadcasters, devising and implementing communications plans, preparing senior leaders for high-profile interviews and writing eye-catching copy for national newspapers and magazines. He has advised Cabinet Ministers, front-line politicians and business leaders and has run training courses across Europe and Africa. He is author of *How to Be a Spin Doctor*, a guide to using the media, and *How to Win an Election*. As a Special Adviser he handled 24/7 national media inquiries as the main point of contact, through the global financial crash and a Cabinet-level resignation. In 2021 and 2024, he was the Labour and Co-operative candidate for Sussex Police and Crime Commissioner (PCC), and a parliamentary candidate at the UK 2024 general election. His latest book is *How to Write a Parliamentary Speech*.

How to apply

Please complete the PAI application form online via our website:

www.public-admin.co.uk/booking-form/

You can also complete our hard copy application form. Please contact us at pai@public-admin.co.uk to obtain a copy. Once completed return to Amanda Anderson, Programme Manager at the same email address.

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director. We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

Location and arrival arrangements

The workshop is based in central London. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the fee.

Fees

The fee for the workshop will be £2,550 and is payable at least 21 days before the first day of the workshop. It includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme¹, presentation material and other documentation. It also includes an Android tablet for you to use during the workshop and take home with you for future reference and follow up. We provide lunch and refreshments during each working day as part of the fee.

Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses.

Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are "employed by the government in furtherance of its sovereign activities". In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We also accept payment by credit or debit card. Please contact us if you would like to pay by credit or debit card.

Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

Cancellations

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £200 to cover our administration costs. For cancellations received within 28 days or fewer of the start of the workshop, we will charge the full tuition fee. If you have paid the tuition fee and have subsequently been refused a visa to enter the UK, we will refund the tuition fee, minus a charge of £200 to cover our administration costs, providing you send us the original letter from the British High Commission/ Embassy confirming refusal of a visa and providing you have not entered the UK.

Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

Please see our website for our full terms and conditions. If you would prefer a hard copy of our full terms and conditions please let us know.

[\(http://www.public-admin.co.uk/terms-and-conditions-for-booking/\)](http://www.public-admin.co.uk/terms-and-conditions-for-booking/)

Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

¹Travel to and from the airport in London and on scheduled visits in the programme are provided at cost.

Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

Where we are



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