



Managing Constituency and Public Relations for Legislators

March 11 - 15, 2024, 1st Run: Lagos & Port Harcourt

September 2 – 6, 2024, 2nd Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N250, 000 per Participant

For online: Delivery via Zoom

Online course fee: N200, 000 per Participant

Available for In-plant Training

**500 US\$ for foreign
Participants**

Program Overview:

Legislators face mounting challenges in their relationship with constituents and the general public. How successful they handle this relationship impacts greatly on the image and acceptability of the legislators. There is the need for legislatures to acquire and use the required skills, so as to enhance their visibility, effectiveness, and acceptability. This course has been designed to equip legislators, especially those in developing countries, with the skills for effective constituency and public relations management.

For Whom:

Serving Legislators and their Aides. Those seeking elective positions into the National Assembly and State Assemblies will equally benefit from this program

Learning Objectives:

At the end of the program, you will be able to:

- explain the nature and importance of relating with their constituencies and the general public for effective representation;
- identify and develop the necessary skills needed for effective constituency and public relations management; and
- use the skills developed in maintaining fruitful relationship with their constituencies and the general public.

Course Outline:

Day 1: The Concept of Public Relations Management

- Legislators' Constituencies and the General Public.
- Public Relations Strategies.

Day 2: Understanding the Constituency Relations Tool.

- Constituency Relations, Strategies:
- Provision of Services, and
- Embarking on Development Projects.

- Constituency Relations Strategies: Touring,
- Constituency Meeting with Stakeholders and

Day 3: Managing & Maintaining Broad-Based Stakeholder Support

- Low Key and Non-Partisan Approach in Legislator-Constituency Relations.
- Techniques for Seeking and Maintaining Broad-Based Stakeholder Support.

Day 4: Effective Management of Political Change in Constituencies.

- Constituency Relations Strategies:
- Partnering with Professional and Community-based Organizations.
- Hosting of Press Conferences.

Day 5: Relating with the General Public:

- Press Briefings, Writing of Articles,
- Features in the Print and Electronic Media.
- Effective Inter-Personal Relationship.
- Conflict Resolution.

Training Methodology

Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods.

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Green-Minds Hotel, Plot 764, Cadastral Zone B05, E. Ekukinam Street, Utako District, Abuja

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

Open Course Fee: N250, 000
In-plant Fee Negotiable

WORKSHOP FEE:

N250, 000 per participant, VAT –N18, 750

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

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Keystone Bank Ltd.: Account No: 1007150325

For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
24/7 Lines: 234-8068933608, 234-8029170491, 234-8145745664,
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