



Managing Constituency and Public Relations for Legislators

March 2 – 6, 2026,

Venue: Great Hotel Kiyovu,

12 KN 41 Street, Kigali Kiyovu, Kigali, Rwanda.

Course Fee: \$4, 500 per Participant

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,
- Embarking on Development Projects.

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- 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.

This course package includes: Course material in soft copy, Tea break, Lunch, City tour, and certificate of attendance.

A Core 1.5 laptop with the soft copy of the course material loaded with a carrying bag will be presented to the participants at the end of the course.

Note: Payment is either USD or the prevailing parallel market rate. We do not accept government official rate.

Training Methodology: Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods

For bookings and inquiries, call: +234-8051365946, +234-7087578814 (Office Lines)
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