



**Are you a civil servant in the Middle East and Northern Africa (MENA) region? If so, please register for a professional development training course on**

**Communicating with the Public**

### Who is the course for?

We invite civil servants who are ambitious about professionalising their public services in government communication to register for this training course. This is a unique opportunity to share your knowledge and skills with other participants and be inspired by colleagues abroad.

This training course is for civil servants in the target countries of Algeria, Egypt, Iraq, Jordan, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories and Tunisia.



To register, you must have between 5 to 10 years of relevant work experience in government communication. Since this is a once in a lifetime experience, you can only participate in a Shiraka training once, and only if you have not previously participated in another Shiraka training programme.

Since we value diversity among our participants, we encourage women to take part.

This training programme is part of the 'Shiraka' training programme, an initiative of the Ministry of Foreign Affairs. Shiraka aims to strengthen and improve bilateral relations between the Netherlands and the MENA region in the public sector and offers an opportunity to improve public services through reciprocal inspiration. For more information on the Shiraka Training Programme please watch this [video](#).

## Training course goals

The training on Communicating with the Public will help you:

- improve your knowledge and skills in the field of government communication;
- learn from Dutch best practices in government communication;
- enable you to act as change agent in your home country;
- share your knowledge and skills in your home country;
- develop a valuable network of peers in your region, country and in the Netherlands;
- strengthen your connections with the Netherlands and stakeholders in the Dutch government communication sector.

## Training course topics

The training course covers the following topics:

- Media relations and media training;
- Intercultural communication and social media;
- Skills and tools for change management and personal leadership.

## Training course details

- Since all the sessions are in English, we recommend an intermediate level of English.
- Live interpretation during meetings and sessions into Arabic and/or French is available.
- We can offer the training course to 25 people. We will allocate these places to the participating countries based on the quality of the applications.
- The entire training course will last for 2 weeks (10 working days). We expect you to attend all sessions.
- Study visits and social activities are part of the training course.
- You will receive a certificate of participation upon completing the course.

### Training course itinerary

The training course will be in 2 parts, and held at 2 locations:

	Dates	City	Country
<b>Part 1</b>	30 June – 8 July 2025	The Hague	The Netherlands
<b>Part 2</b>	October/November 2025	TBD	TBD

Part of the course may take the form of blended learning (partly online, partly offline).

If international health and travel restrictions make it impossible to hold a training session in the Netherlands, an alternative will be offered. This may be an online training.

If the training is held online, we expect participants to have good computer skills, access to an adequate computer with a recent operating system and a good internet connection (participants must be able to use Zoom, Word, PowerPoint etc.).

### For all participants



- You must organise and pay for your journey to the airport in your home country.
- You are responsible for organising your visa in your home country.

### Costs for participants from countries on the [OECD-DAC list](#)



- The Dutch government will cover all relevant costs. This includes international travel, accommodation, meals during training days, visa and insurance and tuition fees.
- If you travel from an international airport outside your home country, you will need to cover local travel costs yourself. You will receive compensation for the international leg of your journey.

### Costs for participants from countries not on the [OECD-DAC list](#)



- You must organise and pay for your own international travel and visa.
- The Dutch government will cover the cost of accommodation, insurance and tuition fees.

### No-show or cancellation costs



- If you cannot attend or cancel your participation within 4 weeks prior to the training course, the organisation has the right to claim all the associated costs from your employer.

## How to apply

- Applications should be made online before the deadline of 10 March 2025.
- Visit our [Shiraka training courses overview](#) and select the course of your choice by clicking on 'apply'.
- [Log in](#) or create an account using the '[register](#)' button.

### More information

[shiraka@rvo.nl](mailto:shiraka@rvo.nl) (for questions concerning your application and the database)  
[shiraka.communicating@cilc.nl](mailto:shiraka.communicating@cilc.nl) (for questions concerning the course)

The Shiraka Training Programme is an initiative of the Ministry of Foreign Affairs of the Kingdom of the Netherlands. The Department for International Entrepreneurship of the Netherlands Enterprise Agency implements the Shiraka Training Programme. The Communicating with the Public professional development course will be organised by the Center for International Legal Cooperation and the Erasmus School of History, Culture and Communication (ESHCC, Erasmus University Rotterdam).

Ministry of Foreign Affairs  
Rijnstraat 8  
P.O. Box 20061 | 2500 EB  
The Hague, the Netherlands

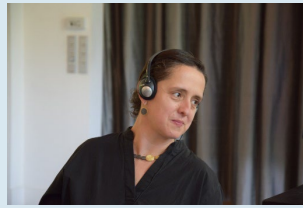
## Information on the training course

### Experts

Experts who are involved in this training course



**Mr. Redouan Harrak Gharafi** is an experienced moderator and trainer. With extensive experience in practicing as a journalist himself and training journalists and other communication professionals, he glues together the entire training programme as the course moderator.



**Ms. Ana Uribe Sandoval** is a Senior Lecturer at the Erasmus University Rotterdam, specialised in the interrelationship between politics, media and society. In this training programme she provides session on amongst others media relations, social media or crisis communication.



**Mr. Renzo van Diepen** is the change management expert in this training programme. With interactive exercises, he will teach you the most important skills in change management and motivate you to become a true change agent yourself!

### Study visits

During the training course the following study visits may be organised

#### Parliament in the Netherlands

As the central political institution in the Netherlands, a study visit to Parliament sheds light on the Dutch political structure and also the Dutch practices of government communication.

#### Association of journalists

As a government communication official you might have to deal with journalists quite regularly. Getting to know the practice of government communication from their side gives interesting insights in your own work practices.

### Back Home Action Plan

During your participation in the training course you will work on a Back Home Action Plan (BHAPs). Hereunder you find a few examples of the BHAPs participants worked on in the past.

Unifying the visual image of all government institutions in Jordan and giving trainings to standardise the use of this visual image.

Enacting a 16-year old law to compensate families of martyrs in the Kurdistan region of Iraq, which led to greater trust of citizens in the government.

Creating a digital platform to streamline internal communication between the various ministries and departments.

**“This training is one of the best series of trainings I have ever had in my entire life”**