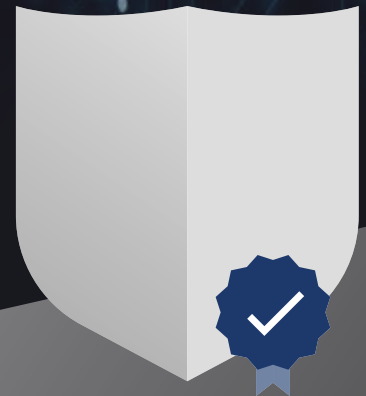


الدبلوم التنفيذي
للاتصال الرقمي الحكومي

EXECUTIVE DIPLOMA IN
GOVERNMENT
DIGITAL COMMUNICATION

“ FIRST OF ITS KIND DIGITAL
DIPLOMA IN THE REGION ”

Starting: 09 May 2022 - 29 Jun 2022



الدبلوم التنفيذي
للاتصال الرقمي الحكومي

EXECUTIVE DIPLOMA IN
GOVERNMENT
DIGITAL COMMUNICATION



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Introduction

A government communication official ensures following the best practices in the Government of Dubai's communication process. This includes aligning its talking points with the vision, strategy, and key messages of the government of Dubai. All communication operations must be consistent with the government's directions, as well as developing a national cadre capable of navigating the various tasks in the Government of Dubai Communications Office. It is the responsibility of a government communication personnel to preserve the identity and media image of the Dubai government, by supporting its initiatives, decisions, and achievements, instilling societal confidence, and facilitating media access to officials.

Digital media is one of the most effective communication tools to inform the public about the messages, matters and programs presented by a government entity. These platforms can include a government agency website, social media pages, apps, videos, and podcasts.

It is important to acknowledge that the younger generation are very tech-savvy and many of them are the decision makers of tomorrow. Therefore, a government entity must have a strong online presence with an attractive and vibrant social media statement. Like it or not, the digital world is here to stay.

Objectives

- Getting to know the governmental direction and governments of the future.
- Recognizing the extent of digital transformation worldwide, especially in governments.
- Motivating government communication teams to effectively follow international best practices in the field.
- Keeping up with the latest technologies and global platforms, to ensure that the specific messages reach their intended audiences.
- Having a wider understanding of the digital ecosystem.
- Leading and developing impactful digital communications.
- Preparing social media strategies that are in line with the objectives of the government entity.
- Implementing the digital media strategy roadmap.



PROGRAM PILLARS

Course Pillars - MBRSG

Module 1:

Future government

(4 days, 3 hours per day +
1 hour day for a Guest speaker)

In this module, the main scenarios and features of the government of the future will be examined to identify how they support the UAE vision. In addition, students will understand the concept of global competitiveness and how countries and institutions can benefit from this concept.

A guest speaker will talk about the importance of internal and external communications for governments using modern tools.

Module 2:

The new digital era

(4 days, 3 hours per day +
1 hour day for a Guest speaker)

Governments realize that they must reinvent the ways in which they do business, and truly reinvent themselves by harnessing technologies to serve their purposes. As governments face the challenge of managing uncertainties, they have a duty to invest in digitization because it holds unprecedented promise for our societies. In this module, we will learn about the importance of digitization in our lives and how we can use it for the benefit of our societies and governments.

A guest speaker will talk about the most important digital tools and their value in the communication process.

Module 3:

Government Communication in the UAE

(4 days, 3 hours per day +
1 hour day for a Guest speaker)

It has become clear that government communication plays a major role in building the image of a governmental organization by highlighting its role in the local and global community, while setting effective channels of communication with the community across all categories. Government communication contributes to supporting the community's confidence in the government organization, clarifying its role and the services it provides to individuals.

Considering the remarkable and rapid development in communication and its channels, and with the wide array of informational needs of the public, it has become imperative for governments to meet these requirements through modern interactive communication.

This module will cover the government communication approach in the UAE. A guest speaker will talk about the role the government has in conveying facts and improving the internal and external image of the country.



PROGRAM PILLARS

Course Pillars - NMA

Overview

While many have some basic understanding of some marketing terms, this program aims to unify the language and understanding behind digital marketing principles that would empower decision makers in understanding the digital landscape. The aim of the program is to harness the future leading media, content marketing and communications experts

You will Learn everything there is to know about strategy, content ideation and creation, distribution, engagement and analytics – and how to use them cohesively for desired results.

What you will learn

- Understand digital communication strategies
- Digital Strategies
- Social Media Marketing
- Email marketing strategies
- Basics of Search Engine Optimization

Strategy

Build impactful long-term digital brand strategies for the businesses you lead while accessing world class case studies to guide you to industry standards.

Social Media

Build and lead on content strategies that keep you ahead of the curve, while identifying and navigating global and regional trends. Learn how to talk to an audience at scale and build lifetime and sustainable relationships with them. You will have a comprehensive look at engagement, growth strategies, data-backed analytics and algorithmic insights.

Digital Advertising

Understand the mechanics of online advertising through platforms like Google and Facebook. Gain insights on how the ecosystem works and what to expect when using them in your campaigns. Build targeted and bespoke campaigns that would drive better conversions for your business.

Search Advertising

Get to know how to advertise on Google search and the terminology when building campaigns. How to reach existing customers with retargeting campaigns.

Content Marketing

The power of visceral storytelling has the potential to make or break a business. Learn how to optimize your content for online consumption in a long-lasting and impactful way. Differentiate your content to get discovered on social channels as well as search engines.

Email Marketing

Understand how to use email marketing as part of your campaigns and increase your ROI. Be able to understand how a CRM uses customer data to target them with relevant campaigns.

Analytics

In this module, you will learn to understand the qualitative and quantitative data that will drive success, leading to impact. You will learn how to turn data and numbers into actionable insights that will feed your decision-making process and yield results.



PROGRAM CALENDAR



Topics- 8 weeks

Module 1:

Intro. Expectations and outline. Case Study

Module 2:

Integrated Communications Strategy

Module 3:

Integrated Communications Planning

Module 4:

Storytelling

Module 5:

Content Creation

Module 6:

Content Curation:
Re-using/ Repackaging
Content Across Channels

Module 7:

**Crisis Communications:
Developing a Playbook**

Module 8:

**Distribution: Channel
Selection and Use**

Module 9:

**PR – Press Releases and
Media Coverage**

Module 10:

**Digital Media
Communications
(YouTube / Podcast)**

Module 11:

Future Government

Module 12:

New Digital Era

Module 13:

**Government Communication
in UAE**



PROGRAM IN A GLANCE

Program Details

Price:	19,700 AED
Topic:	Government Digital Marketing and Administration
Location:	NMA: 40 training hours (zoom sessions) + MBRSG: 36 training hours (in person classes)
Total required effort:	76 training hours
Dates:	09 May 2022 - 29 Jun 2022
Time:	5-8 PM (Mondays - Wednesdays) & 6-7 PM (Thursdays)
Duration:	8 weeks - 4 days a week (3 days modules + 1 day expert talk)
Language:	Arabic, English

PROGRAM AGENDA

Days	Monday	Tuesday	Wednesday	Thursday
No. of hours	3 hours (17:00 - 20:00)	3 hours (17:00 - 20:00)	3 hours (17:00 - 20:00)	1 hour (18:00 - 19:00)
Week 1	Introduction 9 th May <small>New Media Academy</small>	Strategy 10 th May <small>New Media Academy</small>	Strategy 11 th May <small>New Media Academy</small>	Expert Talk 12 th May <small>New Media Academy</small>
Week 2	Creation 16 th May <small>New Media Academy</small>	Distribution 17 th May <small>New Media Academy</small>	Storytelling 18 th May <small>New Media Academy</small>	Expert Talk 19 th May <small>New Media Academy</small>
Week 3	Distribution 23 rd May <small>New Media Academy</small>	Engagement 24 th May <small>New Media Academy</small>	Operations 25 th May <small>New Media Academy</small>	Expert Talk 26 th May <small>New Media Academy</small>
Week 4	Analytics 30 th May <small>New Media Academy</small>	Project 31 st May <small>New Media Academy</small>	Project 1 st June <small>New Media Academy</small>	Expert Talk 2 nd June <small>New Media Academy</small>
Week 5	Introduction + Future Government 6 th June <small>Mohammed bin Rashid School of Government</small>	Future Government 7 th June <small>Mohammed bin Rashid School of Government</small>	Future Government 8 th June <small>Mohammed bin Rashid School of Government</small>	Expert Talk 9 th June <small>Mohammed bin Rashid School of Government</small>
Week 6	New Digital Era 13 th June <small>Mohammed bin Rashid School of Government</small>	New Digital Era 14 th June <small>Mohammed bin Rashid School of Government</small>	New Digital Era 15 th June <small>Mohammed bin Rashid School of Government</small>	Expert Talk 16 th June <small>Mohammed bin Rashid School of Government</small>
Week 7	Government Communication in UAE 20 th June <small>Mohammed bin Rashid School of Government</small>	Government Communication in UAE 21 st June <small>Mohammed bin Rashid School of Government</small>	Government Communication in UAE 22 nd June <small>Mohammed bin Rashid School of Government</small>	Expert Talk 23 rd June <small>Mohammed bin Rashid School of Government</small>
Week 8		Group Projects 28 th June <small>Mohammed bin Rashid School of Government</small>	Group Projects 29 th June <small>Mohammed bin Rashid School of Government</small>	

FAQS

Does this program have prerequisites?

This program is for those with a basic understanding of some marketing terms, and aims to unify the language and understanding behind government digital marketing principles that would empower decision makers in understanding the digital landscape.

What tools and equipment do I need for this program?

Laptop or mobile device to access Zoom.

What tools and equipment do I need for this program?

This program will be delivered through live sessions and in-class at timings listed in the program schedule of the e-brochure. The classrooms are also a space for you to be inspired by everyone's passion and encourage you to pursue yours. You can download the e-brochure on the program page.

How many assignments will I need to complete during the program?

Only two final projects towards the end of the program. The first final project is after the first forty hours, and the second is after the final thirty hours.

What time of day do the programs run?

The program schedule is detailed in the e-brochure that is available on each program page. It clearly outlines the duration, pace and effort you will be required to commit to for you to successfully complete the program.

Will I be required to take any examination to complete the program?

No, we aim to make the learning experience as enjoyable and practical as possible, to give you the necessary hard skills to walk away with.

REFUND POLICY

Policy: P-FIN-100 Title: Finance and resources policy

Refunds of the Executive Education training programs:
If the participant canceled the registration or transferred it in less than 45 days prior to the course starting date the participant shall be liable to pay the MBRSG the percentage of the training fees as follows: (All cancellation or transformation must be submitted in writing to the Executive Education Department at MBRSG).

- More than 45 days: full refund
- Cancellation 45 to 30 days before the start of the course date: 25% of the total cost of training fee.
- Cancellation 29 to 8 days before the start of the course date: 50% of the total cost of training fee.
- Cancellation 7 days or less before the start of the course date: 100% of the total cost of training fee.
- Cancellation during the course date: 100% of the total cost of training fee.
- The exception to the above is when the participant encounters inevitable circumstances such as health conditions, traffic, travel, etc., the participant will recover 50% of the training fee.

PROGRAM FACULTY MEMBERS

Instructors - MBRSG

Professor Raed Awamleh

Professor Raed Awamleh is a stalwart figure in the academic world with expertise straddling public administration, leadership and international management. As an alumnus of the Oxford University Strategic Leadership Program (UK) and the Dean of the Mohamed Bin Rashed School of Government, he has cemented his industry know-how across different continents and markets. With Professor Raed's on-the-ground and scholarly perspectives, students will be able to approach the online world with the tools for strategic road-mapping and digital sustainability in the long-term.



Dean, Mohamed Bin Rashed School of Government

Expertise

- Public Administration
- Public Policy
- Leadership
- Strategic Thinking and Future Foresight

Experience

Lecturer and Trainer in Public Administration and Leadership

Dean of Mohamed Bin Rashed School of Government (Current)

Middlesex University's (UK) Dubai Campus Director and Pro Vice Chancellor (Previous)

Dean of Academic Affairs at the University of Wollongong (Australia) in Dubai (Previous)

Has numerous international management publications in reputed academic journals and has won a number of best paper awards at international conferences. He has wide corporate consulting and executive development experience across the Middle East in both private and public sectors.

His industry experience also includes serving as a lead assessor for prestigious initiatives such as King Abdullah II Excellence Award, Dubai Excellence Award, and Ras Al Khaimah Excellence Award.

Professional Certificates

- An alumnus of the Oxford University Strategic Leadership Program (UK)
- Member in Emirates Association for Management Consultants and Trainers

Publications

Agile Government (EN) 2021

Instructors - MBRSG

Professor Yousef Al-Assaf

Professor Yousef Al-Assaf brings the uniquely paired electrical engineering and executive leadership specialisms to the table. He is currently the president of RIT University in Dubai having previously held equally prestigious positions as a Dean in colleges in Sharjah and Jordan. With over 25 years of academic experience, Professor Yousef has evolved through the ever-dynamic digital world and provides timely and perceptive insights to allow students to be nimble and agile in a reactive landscape.



President, RIT University in Dubai

Expertise

- Electrical Engineering (Control Engineering specialization)
- Executive Leadership
- Self - Tuning Control

Experience

- 2013-Present President Rochester Institute of Technology-Dubai
- 2006 - 2013 (Jan) Dean of College of Engineering-American University of Sharjah
- 2002 (October)-2003 (August) Dean of Faculty of Engineering Technology/ Al-Balqa University-Jordan
- 2002 (October)-2003 (August) Director of the National Training of Trainers Institute: Faculty of Engineering Technology/ Al-Balqa University-Jordan.
- 1997 (May)-1998 (August) Director of the Arab Council for Training Students of Arab Universities
- 1997(May)-1998(August) 6 Jordan National Secretary of the International Association for the Exchange of Students for Technical Experience (IAESTE)
- 1993 (September)-1996(August) Chairman of the Industrial Engineering Department, University of Jordan
- 1993 (September)-1997(August) Chairman of the Outreach Consultation Project, University of Jordan

Business School Affiliation

- President Rochester Institute of Technology-Dubai

Publications

New Digital Era (Ar) 2020

Instructors - MBRSG

Dr. Khalid Alwazni

Associate Professor of Public Policies, Mohamed Bin Rashid School of Government

Dr. Khalid Alwazni has extensive experience in Public Policy and Leadership in equal measure. Dr. Khalid has written widely on issues related to Economics for academic journals and has the agile, strategic foresight to enable his students to excel in a dynamic and ever-changing economy.

Expertise

- Institutional Development and Development Policies
- Econometrics & Macro Economic Policies
- Public Policy
- Institutional Agility, Leadership, & Re-Engineering
- Agility, Strategic Thinking, and Future Foresight

Experience

Lecturer and Trainer in Public Administration and Leadership

Associate Professor of Public Policies at Mohamed Bin Rashid School of Government (Current)

Former Chairman of Jordan Investment Commission (JIC)

Ex-Director General of Jordan Customs Department, and Jordan Social Security Corporation

Served as an Advisor and Head of the Economic and Development Division and the Royal Hashemite Court, & the Head of the King's Economic Team

Has numerous international Economic publications in reputed academic journals and was awarded the Shoman Prize for Arab Young Researchers

Possesses wide corporate consulting and executive development experience across the Middle East in both private and public sectors



Professional Certificates

- Fulbright Post-Doctoral Scholar
- Member of the Arab Economic Research Association, and Arab Thought Forum, among other professional memberships.
- Qualifications:
 - PhD in Economics from the Cairo University
 - M.A in Economics from the American University in Cairo (AUC)
 - BA from Cairo University

Publications

Wamadat Eqtisadiya - AR (2020)

Instructors -NMA



Matt Bailey

Matt Bailey teaches students how to convert marketing data into action. He shows you how to data mine a story and then effectively communicate it through the art of persuasion, influence, and presentation skills. He is the author of 'Internet Marketing: An Hour a Day'. Matt is also a resident of SiteLogic Marketing Consultants.



Stewart Bewley

Stewart Bewley is the founder and director of Amplify Presentations, a storytelling training company. Being a trained and accomplished actor, he is passionate about enabling his clients to present themselves in an authentic, relatable and visceral way. Before the pandemic, he coached over 10,000 people in 28 countries, and worked with Microsoft & Google and has trained 500 start-ups to raise over USD\$3.5 billion.



Greg Jarboe

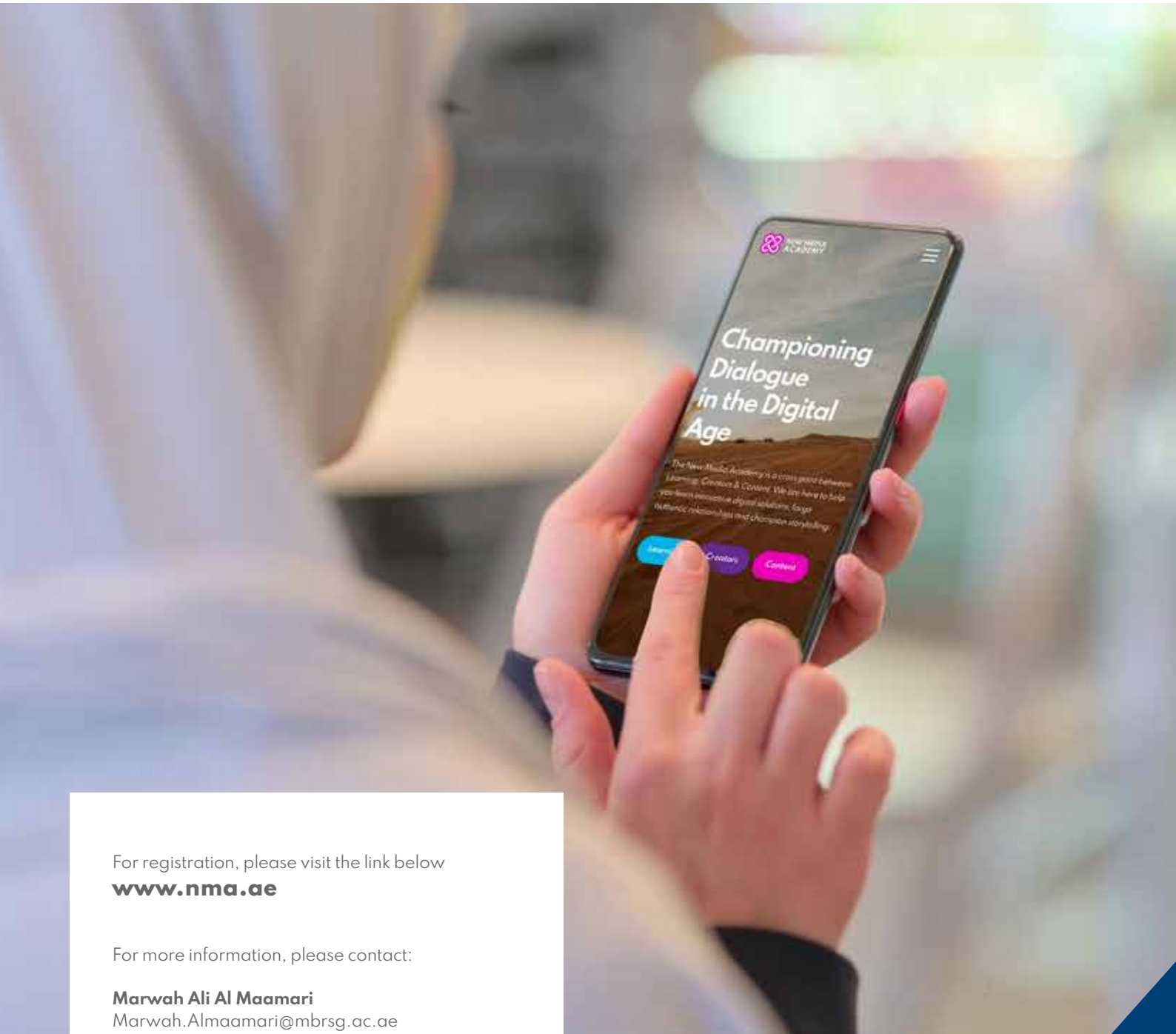
Greg Jarboe is the president and co-founder of SEO-PR, an award-winning content marketing agency which offers search engine optimization, online public relations, social media marketing, and video marketing services. Additionally, he has authored and contributed to five books on digital marketing. On the academic side of things, he is on the faculty roster of the Rutgers Business School's Mini-MBA program and the IAB's Digital Leadership Program. Greg is also one of the 25 successful online marketing gurus profiled in Online Marketing Heroes by Michael Miller.



Sue Grabowski

Has grown a marketing communications firm from a one-person shop to a flourishing organization, Desidara, which serves local, regional, national and international clients. She leads a team of talented strategists, writers, artists and technology creators to craft the right messages and deliver those messages to target audiences through a variety of media forms. In addition to leading Desidara, she also founded Squawqr Mobile Media, a cloud-based, mobile-first software with partner developer Rob Kemmer.

ENROLLMENT



For registration, please visit the link below

www.nma.ae

For more information, please contact:

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