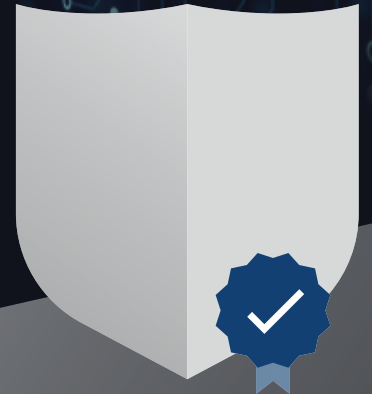


الدبلوم التنفيذي  
للاتصال الرقمي الحكومي

EXECUTIVE DIPLOMA IN  
**GOVERNMENT**  
DIGITAL COMMUNICATION

“ FIRST OF ITS KIND DIGITAL  
DIPLOMA IN THE REGION ”

Starting: 06 Nov 2023 - 05 Jan 2024



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للاتصال الرقمي الحكومي

EXECUTIVE DIPLOMA IN  
**GOVERNMENT**  
DIGITAL COMMUNICATION



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## Introduction

Government Communications officials deal with many challenges. Best practices, technology, and processes may change, but an official always needs to align with the vision, strategy, and key messages of the government of Dubai.

It is the responsibility of government communications personnel to preserve the identity and media image of the Dubai government by supporting the government initiatives, decisions, and achievements. A government communications official instills social confidence, facilitates media access, and continually develops their professional skills to be the best representative of the Government of Dubai Communications Office.

Digital media is one of the most effective communications tools to inform the public about messages, matters, and programs presented by government entities. These platforms can include agency websites, social media accounts, apps, videos, podcasts, and more.

It is important to acknowledge that the younger generations 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.

## Objectives

- Know the governmental direction and governments of the future.
- Recognize the extent of digital transformation in organizations.
- Motivate communications teams to follow best practices.
- Stay up to date on changing technology and platforms.
- Ensure that your messages reach your intended audience.
- Manage the entire digital communications ecosystem.  
Learn and develop impactful digital communications.
- Create a digital marketing and measurement strategy.
- Develop social media strategies that are in line with government objectives.
- Implement a digital media strategy plan.
- Prepare crisis plans that manage communications and protect the organization.





## 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

This program will start by unifying the complex language, terminology, and underlying principles of digital communications. With an understanding of the digital landscape and its challenges, decision makers are empowered to develop a clear strategy that aligns to all audiences and stakeholders. You will learn how to develop a clear digital communication strategy that matches organizational objectives by:

- Identifying audiences, researching their needs, and discovering how they find answers to their problems.
- Developing key messages through use of digital media that will offer education, entertainment, and persuasive content.
- Publishing content through the ideal channels for distribution, engagement, and results.
- Applying relevant measurements throughout your campaign to improve your messaging, targeting, and results.

#### What you will learn

- Create a strategic digital communication plan.
- Integrate communications across digital channels.
- Use storytelling to make your content irresistible to audiences.
- Apply storytelling techniques to creating digital – social content.
- Distribute your content for maximum impact.
- Develop a crisis communication plan.
- Present campaign data to audiences, stakeholders, and managers.
- Optimize Press Releases and increase Media Coverage.
- Use digital tools that will make your job easier.

#### Strategy

You will build a long-term strategy that accomplishes organizational objectives, focuses activity, and connects key measurements to actionable stages and results. Then, apply the strategy through audience research methods that provide unique insights into needs, interests, and language.

#### Integrated Communications

The average person in the UAE has at least 8 social media accounts. How can you reach them with a consistent message? Each platform functions differently, with different audience expectations, so you can't broadcast the same message to all platforms. You will learn how to talk to an audience at scale while building trust and sustainable relationships. Walk away with a comprehensive plan for engagement, growth strategies, data-backed analytics, and algorithmic insights.

#### Storytelling

Learn how to develop a framework for engaging audiences with your unique story. Public entities can utilize storytelling methods to enhance and develop messages that will educate and inform the public.

##### Engaging Audiences

Review valuable case studies to see how successful content delights an audience. See case studies and campaigns that successfully capture public interest and drive measurable results.

#### Content Distribution and Curation

After you publish the post – it's just the beginning! Distribution of content plays a key role in extending the life of the media you have created. Learn how to develop a plan to increase the reach and results of your content.

#### Create a Crisis Communications Playbook

A single social media post could put your organization on the front page or the lead story around the world. Organizations face incredible pressure to respond and address crisis - both large and small. This session will cover how to proactively prepare for crisis and develop a plan that will guide your organization through difficult times.

#### Data Presentation

Not all of our communication is public. Facing our audience includes management, stakeholders, and internal employees. Presenting information to these audiences can be intimidating, especially data and analytics. Learn how data visualization, storytelling, and neuromarketing techniques can improve your presentation and increase buy-in from management.

#### PR and Media Coverage

Learn SEO techniques that will increase the impact, reach, and measurable results of your Press Releases. You will also cover the fundamental aspects of building relationships dealing with media coverage.

#### Expert Talks

At the conclusion of each week, experts in digital or government communications from various backgrounds are invited to speak and present their experiences and challenges. This is an open session where you'll be able to ask questions and get insightful answers from those who "have been there and done that."

## PROGRAM CALENDAR



### MBRSG

MBRSG	
Week 1	Module 1 <b>Future Government</b>
Week 2	Module 2 <b>New Digital Era</b>
Week 3	Module 3 <b>Government Communication in the UAE</b>
Week 4	Final Project <b>Group Project</b>

NMA			
Week 5	Module 4 <b>Integrated Communications Strategy</b>	Module 5 <b>Integrated Communications Planning</b>	Module 6 <b>Storytelling</b>
Week 5	Module 7 <b>Content Creation</b>	Module 8 <b>Content Curation – re-using / repackaging content across channels</b>	Module 9 <b>Crisis Comms – developing a playbook</b>
Week 5	Module 10 <b>Distribution – channel selection and use</b>	Module 11 <b>PR – Press releases and media coverage</b>	Module 12 <b>Digital Media Communications (Youtube / Podcast)</b>
Week 8	Final Project <b>Group or Individual Project</b>		



## PROGRAM IN A GLANCE

### Program Details

Price:	<b>19,700 AED</b>
Topic:	<b>Government Digital Marketing and Administration</b>
Location:	<b>NMA: 40 training hours</b> (zoom sessions) <b>+ MBRSG: 36 training hours</b> (in person classes)
Total required effort:	<b>76 training hours</b>
Dates:	<b>06 Nov 2023 - 05 Jan 2024</b>
Time:	<b>5-8 PM</b> (Mondays - Wednesdays) & <b>6-7 PM</b> (Thursdays)
Duration:	<b>8 weeks - 4 days a week (3 days modules + 1 day expert talk)</b>
Language:	<b>Arabic, English</b>

## PROGRAM AGENDA

Days	Monday	Tuesday	Wednesday	Thursday
<b>MBRSG</b>				
Week 1	6th NOV 5pm - 8pm <b>Future Government</b> <small>Mohammed bin Rashid School of Government</small>	7th NOV 5pm - 8pm <b>Future Government</b> <small>Mohammed bin Rashid School of Government</small>	8th NOV 5pm - 8pm <b>Future Government</b> <small>Mohammed bin Rashid School of Government</small>	9th NOV 6PM - 7PM <b>Expert Talk</b> <small>Mohammed bin Rashid School of Government</small>
Week 2	13th NOV 5pm - 8pm <b>New Digital Era</b> <small>Mohammed bin Rashid School of Government</small>	14th NOV 5pm - 8pm <b>New Digital Era</b> <small>Mohammed bin Rashid School of Government</small>	15th NOV 5pm - 8pm <b>New Digital Era</b> <small>Mohammed bin Rashid School of Government</small>	16th NOV 6PM - 7PM <b>Expert Talk</b> <small>Mohammed bin Rashid School of Government</small>
Week 3	20th NOV 5pm - 8pm <b>Government Communication in the UAE</b> <small>Mohammed bin Rashid School of Government</small>	21st NOV 5pm - 8pm <b>Government Communication in the UAE</b> <small>Mohammed bin Rashid School of Government</small>	22nd NOV 5pm - 8pm <b>Government Communication in the UAE</b> <small>Mohammed bin Rashid School of Government</small>	23rd NOV 6PM - 7PM <b>Expert Talk</b> <small>Mohammed bin Rashid School of Government</small>
Week 4	27th NOV 5pm - 8pm <b>Final Project</b> <small>Mohammed bin Rashid School of Government</small>	28th NOV 5pm - 8pm <b>Final Project</b> <small>Mohammed bin Rashid School of Government</small>		
<b>NMA</b>				
Week 5	4th DEC 5pm - 8pm <b>Introduction Communications: Objectives and Audience.</b> <small>New Media Academy</small> Instructor: Matt Bailey	5th DEC 5pm - 8pm <b>Integrated Communications Planning: Measurement &amp; Analytics</b> <small>New Media Academy</small> Instructor: Greg Jarboe	6th DEC 5pm - 8pm <b>Integrated Communications Strategy</b> <small>New Media Academy</small> Instructor: Matt Bailey	7th DEC 6PM - 7PM <b>Expert Talk</b> <small>New Media Academy</small> Instructor: Judi Sangster
Week 6	11th DEC 5pm - 8pm <b>Storytelling</b> <small>New Media Academy</small> Instructor: Stewart Bewley	12th DEC 5pm - 8pm <b>Content Creation</b> <small>New Media Academy</small> Instructor: Greg Jarboe	13th DEC 5pm - 8pm <b>Curation &amp; Distribution</b> <small>New Media Academy</small> Instructor: Matt Bailey	14th DEC 6PM - 7PM <b>Expert Talk</b> <small>New Media Academy</small> Instructor: Patrick Hanlon
Week 7	18th DEC 5pm - 8pm <b>Crisis Comms—developing a playbook</b> <small>New Media Academy</small> Instructor: Sue Grabowski	19th DEC 5pm - 8pm <b>Presenting Data to Stakeholders and Decision-Makers</b> <small>New Media Academy</small> Instructor: Matt Bailey	20th DEC 5pm - 8pm <b>PR – Press releases and media coverage</b> <small>New Media Academy</small> Instructor: Greg Jarboe	21st DEC 6PM - 7PM <b>Expert Talk</b> <small>New Media Academy</small> Instructor: Michael Hughes
Week 8	25th DEC <b>Final project preparation (offline) no classes during this week</b>	26th DEC <b>Final project preparation (offline) no classes during this week</b>	27th DEC <b>Final project preparation (offline) no classes during this week</b>	28th DEC <b>Final project preparation (offline) no classes during this week</b>
Week 9	2nd JAN 2024 5pm - 8pm <b>Digital Tools Workshop</b> <small>New Media Academy</small> Instructor: Matt Bailey, Greg Jarboe	3rd JAN 2024 5pm - 8pm <b>Final Project</b> <small>New Media Academy</small> Instructor: Matt Bailey	4th JAN 2024 5pm - 8pm <b>Final Project</b> <small>New Media Academy</small> Instructor: Matt Bailey	5th JAN 2024 6PM - 7PM <b>Expert Talk</b> <small>New Media Academy</small> Instructor: Rebekah Mena

## 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.

### 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. With over 25 years in digital communications and marketing, he has worked with some of the largest brands in the world and created more than 1 billion in revenue for his clients. His digital marketing training courses are used in hundreds of universities all over the world, including Rutgers University, Purdue University, and Duke University.



### **Stewart Bewley**

Stewart Bewley is the founder and director of Amplify Presentations, a storytelling training company. Being a trained actor, he is passionate about enabling his clients to present themselves effectively and authentically. Before the pandemic, he coached over 10,000 people in 28 countries, and worked with Microsoft & Google and has training 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**

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 them 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. The platform is used by Fortune 500 companies and small businesses alike thanks to its ease of content management, simplified presentation on browsers, and access via QR code.

## ENROLLMENT



For registration, please visit the link below

**[www.nma.ae](http://www.nma.ae)**

For more information, please contact:

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