



Lee Kuan Yew
School of Public Policy



The
Government
& Public Sector
Practice

WPP

► October 2018 ◀



COMMUNICATIONS FOR PUBLIC POLICY DELIVERY

EXECUTIVE EDUCATION



NUS
National University
of Singapore

► INTRODUCTION ◀



Effective public policy delivery relies on effective public communications. Whether moving public services online, persuading citizens to change their behaviour or recruiting and motivating public sector staff, governments and public sector organisations need to understand and engage with citizens. In a time of decreasing trust in government, this task is increasingly important but also increasingly difficult.

Marketing and communications are therefore essential tools for policy implementation. Implementing these tools requires policymakers to understand why people behave the way they do and how best to shape messaging to influence audiences, drawing on insights from behavioural psychology and other disciplines. It also requires a nuanced understanding of the changing media landscape as well as the latest developments in digital technology.

The Lee Kuan Yew School of Public Policy (LKYSchool) is pleased to partner with WPP to provide a course on Communications for Public Policy Delivery, drawing on WPP's work with over 60 governments worldwide, as well as the government communications experience of the LKYSchool's faculty. The course provides participants with conceptual foundations as well as practical knowledge in communicating policies effectively to the public in an age of anger and insecurity.

► KEY INFORMATION ◀

Date & Duration

October 2018 (5 DAYS)

Venue

Lee Kuan Yew School of Public Policy
National University of Singapore
(469C Bukit Timah Road Singapore 259772)

Programme Fees*

- S\$5,500 + 7% GST#
- S\$4,950 + 7% GST (For groups of 3 or more participants)
- S\$4,400 + 7% GST# (20% discount for LKY School Degree Programme/ Executive Education Programme Alumni)^\

Applications

Please submit completed Application Form & CV

(Refer to enclosed form for more details)

Deadline for Applications

End-August 2018

Contact

Executive Education Department

Lee Kuan Yew School of Public Policy

Tel: (65) 6516 8697 / 6601 5774

Fax: (65) 6872 9291

Email: lkyspoe@nus.edu.sg

* Fee is based on per-person basis and includes food, refreshments, site visits, and learning support materials. Overseas participants should arrange their own visa, travel insurance, travel costs from Singapore, accommodation, transport, and cover their living expenses while in Singapore. The LKY School does not provide scholarships or financial aid for this programme.

Goods and Services Tax (GST) is applicable for Singapore-based participants and overseas participants who are self-funded or sponsored by Singapore organisations.

^\ All discounts are not cumulative and only one of them (the greater) is granted at a time. Alumni discount can only be used once per year. Nominees from non-profit and non-governmental organisations may qualify for sponsorships. Please contact us for more details.

► PROGRAMME OBJECTIVES ◀

This programme will help participants to:

- Appreciate the role of communications in the successful delivery of public policy
- Understand the cycle of communications strategy, planning, execution, and evaluation
- Appreciate the relationship between behaviour change theory, communication strategy, and policy outcomes
- Explore the moral and ethical dimensions of framing and communicating policy messages
- Understand the unique challenge of delivering public policy in an era when social media echo chambers filter out government information
- Explore how technology and digital media are changing the context and tools of government communications

► TARGET AUDIENCE ◀

The programme is designed for all government officials with responsibilities for developing or implementing public policy, particularly in the area of citizen engagement and/or behaviour change. It is also relevant to middle level government communicators who wish to deepen their understanding and skills in strategic communications to deliver effective policy outcomes.

► PROGRAMME FOCUS ◀

The course will cover both conceptual as well as practical knowledge in communicating public policy, including the following topics:

- Communications in effective public policy, a global perspective
- Behavioural approaches to public policy and communications
- Research and testing to shape communications
- Moral reasoning and policy frames
- Communication strategy, media planning and buying
- The creative process
- Evaluation and risk
- Media, messaging, and the role of emotion
- Influence and advocacy

Beyond classroom learning, participants will also experience the working culture of a marketing/communications agency in a "Live Challenge" component, putting together a team pitch on a real government communications challenge. Participants will also learn the different functions of key marketing disciplines:

- Market/ social research research
- Media planning and buying
- Advertising creative
- Public relations and public affairs

► APPLICATION FORM ◀

Application deadline: end-August 2018

COMMUNICATIONS FOR PUBLIC POLICY DELIVERY October 2018

Kindly complete the Application Form and submit together with a copy of participant's CV either by email or post.

► Participant Details

MR/MS/DR/OTHERS (If others, please specify) _____
FULL NAME _____
DESIGNATION _____ DEPARTMENT _____
ORGANISATION _____
NATIONALITY _____ OFFICE NUMBER _____
EMAIL ADDRESS _____ MOBILE NUMBER _____
DIETARY RESTRICTION (IF ANY) _____ NO. OF YEARS OF RELATED EXPERIENCE _____

► Programme Expectation

MOTIVATION FOR JOINING THIS PROGRAMME (1-2 sentences) _____

DESCRIBE YOUR CURRENT ROLE IN YOUR ORGANISATION (1-2 sentences) _____

► Payment Details

Programme Fees*:

- ☐ S\$5,500 + 7% GST*
- ☐ S\$4,950 + 7% GST* (For groups of 3 or more participants)
- ☐ S\$4,400 + 7% GST* (20% Discount For LKY School Degree Programme/ Executive Education Programme Alumni)✓

Please indicate programme title and year of completion: _____

Mode of Payment:

SPONSORED BY ☐ INDIVIDUAL ☐ OWN ORGANISATION ☐ OTHER ORGANISATION

Please state the Sub-BU Code if sponsored by Singapore government agency: _____

* Fee is based on per-person basis and includes food, refreshments, site visits, and learning support materials. Overseas participants should arrange their own visa, travel insurance, travel costs from Singapore, accommodation, transport, and cover their living expenses while in Singapore. The LKY School does not provide scholarships or financial aid for this programme.

Goods and Services Tax (GST) is applicable for Singapore-based participants and overseas participants who are self-funded or sponsored by a Singapore organisation.

^ All discounts are not cumulative and only one of them (the greater) is granted at a time. Alumni discount can only be used once per year. Nominees from non-profit and non-governmental organisations may qualify for sponsorships. Please contact us for more details.

Payment Contact:

FIRST NAME _____ LAST NAME _____
DESIGNATION _____ DEPARTMENT _____
ORGANISATION _____
BILLING ADDRESS _____
EMAIL ADDRESS _____ OFFICE NUMBER _____

How did you hear about this programme (You may select more than one option):

☐ PREVIOUS PROGRAMME PARTICIPANT ☐ LKY SCHOOL ALUMNI ☐ LKY SCHOOL WEBSITE
☐ LKY SCHOOL SOCIAL MEDIA ☐ LKY SCHOOL EMAIL/NEWSLETTER ☐ INTERNET SEARCH
☐ PROGRAMME BROCHURE ☐ OTHERS: PLEASE SPECIFY: _____

Please indicate below if you wish to be contacted for future updates of LKY School programmes and events:
☐ YES, THROUGH EMAIL ☐ NO, I DO NOT WISH TO BE CONTACTED

> Emergency Contact Details (For Overseas Participants)

NAME _____ RELATIONSHIP TO PARTICIPANT _____
CONTACT DETAILS _____

> Cancellation Policy and Important Notes

The LKY School reserves the right to determine the final list of participants taking diversity into account.

Once confirmed, should the participant cancel four (4) weeks before the programme, the LKY School will charge the participant or the sponsoring organisation a cancellation fee equivalent to 50% of the programme fee. LKY School reserves the right to postpone or cancel the programme by giving at least 14 days notice.

Please note that photography, audio, and video recording may occur during the programme. All photography, audio, and video recording may be used for the purpose of LKY School's marketing, publicity purposes in print, electronic, and social media. If you do not wish to have your image recorded or published, for compelling and legitimate grounds relating to your particular situation, please inform us via email before the start of the programme. LKY School shall not be responsible for photographs and/or videos taken by unauthorised persons during the programme.

By signing this application form, you agree that LKY School and NUS may collect, use, and disclose your personal data, as provided in this application form, for the following purpose in accordance with the Personal Data Protection Act 2012 and our data protection policy:

> Disclosure and transfer of your data to third party service providers, agents and/or our affiliates or related corporations that provide administration, data processing, computer, or other services to LKY School and NUS.

Please visit our website at <http://www.nus.edu.sg/legal-information-notices> for further details on our data protection policy, including how you may access and correct your personal data or withdraw consent to the collection, use, or disclosure of your personal data.

I have read the above and accept the terms.

Applicant's Signature

Date

Send your application materials to us by email or post. Put "COMMUNICATIONS FOR PUBLIC POLICY DELIVERY" as the email subject line or on the envelope flap.

You can also submit your application ONLINE. Visit www.lkyspp.nus.edu.sg/executive-education/ for more details.

► FACULTY & SPEAKERS ◄

The Communications for Public Policy Delivery will be taught by international faculty of the Lee Kuan Yew School of Public Policy, and by distinguished guest speakers and panelists.

Kenneth Paul Tan

Associate Professor
Lee Kuan Yew School of Public Policy

Kenneth Paul Tan is Vice Dean (Academic Affairs) and Associate Professor at the Lee Kuan Yew School of Public Policy. He has written widely on principles of public policy and administration (focusing on meritocracy, pragmatism, and public engagement); liberalization, democracy, and civil society; Asian creative cities and the culture industry (focusing on film, television, popular culture, and theatre); race, gender, and sexuality; and politics, society, and culture in Singapore. He has held visiting fellowships at the Australian National University, Georgetown University (on a Fulbright Fellowship), and Harvard University. In 1995, he received a Lee Kuan Yew Postgraduate Scholarship to read for a Ph.D. in social and political sciences at the University of Cambridge, which he completed in 2000.

Kathryn Cooper

Executive Director, Australia & New Zealand
WPP Government & Public Sector Practice

Kathryn Cooper is Executive Director, Australia & New Zealand, of the WPP Government & Public Sector Practice. She advises public sector communication leaders across the region on strategy, innovation, global best practice, capability, and procurement. Based in Sydney, she identifies the best teams and talent within WPP to meet public sector communication challenges. She participates in government peer review panels and educates government communication teams on global best practice. Kathryn is a graduate of Georgetown University and has been with WPP since 2008.

Donald Low

Associate Dean (Research and Executive Education) & Associate Professor (Practice)
Lee Kuan Yew School of Public Policy

Donald Low is Associate Dean (Research and Executive Education) at the Lee Kuan Yew School of Public Policy. Besides leading the School's executive education efforts, he also heads its case study unit. His research interests at the School include inequality and social spending, behavioural economics, economics and public policy, public finance, and governance and politics in Singapore. Prior to his current appointment, Donald served fifteen years in the Singapore government in various senior positions. During that time, he established the Centre for Public Economics at the Civil Service College of Singapore to advance economics literacy in the Singapore government.

Sean Larkins

Global Director of Consultancy and Capability
WPP Government and Public Sector Practice

Sean Larkins is Global Director of Consultancy and Capability for the WPP Government & Public Sector Practice. He helps WPP's government and public sector clients build their own internal capacity by focusing on organisation and change management; capability, training, and performance; and leadership and innovation. He was previously Deputy Director of