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COURSE BROCHURE

Advanced Government Liaison Skills Training Course

4 – 15 January 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Government Liaison Skills Training Course

Ref: 328_11184 **Date:** 4 – 15 January 2027 **Location:** Casablanca **Fees:** 6800 GBP

Government Liaison Skills is a 2-week advanced training course for government relations specialists and liaison officers who handle an organisation's daily contact with public agencies, and each participant builds a government liaison operating plan. Licences, permits, inspections and approvals now pass through more digital portals and agencies than before, and a stalled file can delay a project or an entire production line. Jupiter Prime Training offers this course for the officers who keep those files moving.

Why Government Liaison Skills Matters Now

Three pressures shape liaison work today. Agencies are moving services onto e-government portals, changing how applications, payments and follow-ups are submitted and tracked. Projects in construction, energy, healthcare and logistics depend on multiple approvals in sequence, so one delayed permit can hold back the rest. Business leaders expect liaison officers to report clear status, risks and next steps rather than vague updates. Organisations with disciplined liaison routines secure approvals faster and build trust with officials; those without them face missed deadlines, penalties and frustrated executives. The course draws on established case management and service-request practice, applied in general terms to government interfaces.

Who Gains Most from Government Liaison Skills

- Officers who submit and follow up licences, permits, registrations and renewals with agencies
- Specialists who prepare executives and engineers for meetings with officials and inspectors
- Coordinators who track open government cases across projects and business units
- Staff who maintain contact records and correspondence with ministries and municipalities
- Team leads who report liaison status and escalate blocked files to senior management

A government affairs or permits unit gains most when its officers, coordinators and team leads attend together, because one operating plan then sets how every file is opened, tracked and closed.

Government Liaison Skills Capabilities

Participants turn liaison from a series of phone calls and visits into a managed workflow with clear status, ownership and escalation rules.

- Build a permit and licence tracker with milestones and owners — project managers and executives
- Design meeting packs and briefing notes for encounters with officials — senior leaders attending
- Apply relationship logs that record every contact and commitment — integrity and audit functions
- Specify escalation thresholds and routes for blocked files — heads of department
- Communicate status reports in a format leaders can act on — executive committees
- Assess portal submissions for completeness before sending — agency case officers

Key Government Liaison Skills Terms

- Government liaison — the routine contact an organisation keeps with public agencies to obtain approvals, resolve issues and share information.
- Permit tracker — a register of each licence or permit with status, deadlines, documents, owner and next action.
- Briefing note — a short document preparing a leader for a meeting, with purpose, background, asks and likely questions.
- Relationship log — a record of contacts with officials, including dates, topics, commitments made and follow-up actions.
- Escalation threshold — the agreed point, such as days overdue or risk level, at which a file moves to a higher authority.
- Service level — the expected time an agency or internal team takes to complete a request.

Government Liaison Skills Day by Day

Day 1: The Liaison Function and Its Interfaces

- Liaison Role Scope — Approvals, Inspections, Information Requests and Events
- Agency Landscape Mapping — Ministries, Municipalities and Sector Authorities
- E-Government Portals and Digital Submissions — New Service Channels
- Internal Customers of Liaison — Projects, Legal, Finance and Operations
- Liaison Failure Cases — Lessons From Delayed Approvals

Day 2: Licences and Permits Lifecycle

- Licence and Permit Inventory — Building the Master List
- Application Document Checklists — Completeness Before Submission
- Renewal Calendars and Expiry Alerts — Avoiding Lapses
- Sequenced Approvals for Projects — Critical Path of Permits
- Inspection Readiness — Site Preparation and Officer Questions

Day 3: Tracking and Case Management

- Permit Tracker Design — Fields, Status Codes and Owners
- Case Numbers and Reference Control — Linking Correspondence to Files
- Service Level Monitoring — Comparing Agency Timelines With Plans
- Shared Dashboards for Business Units — Visibility of Open Files
- Data Quality and Record Retention — Reliable Liaison Records

Day 4: Meetings With Officials

- Meeting Requests and Appointment Etiquette — Securing Time With Officials
- Meeting Objectives and Asks — Clear Purpose Before Arrival
- Delegation Selection — Who Attends and Who Speaks
- Minutes and Action Records — Capturing Agreed Steps
- Follow-Up Letters and Thank-You Notes — Confirming Understandings

Day 5: Briefing Notes and Written Communication

- Briefing Note Templates — Purpose, Background, Asks and Risks
- Formal Letters to Agencies — Structure, Tone and Attachments
- Responding to Information Requests — Accuracy and Timeliness
- Summarising Regulations for Business Users — Plain-Language Notes
- Bilingual Correspondence Practices — Consistency Across Languages

Day 6: Relationship Building With Officials

- Relationship Logs and Contact Registers — Recording Every Interaction
- Trust Building With Case Officers — Reliability and Respect
- Courtesy Calls and Introductions — New Officials and Role Changes
- Joint Working Groups With Agencies — Solving Recurring Problems
- Integrity Boundaries — Gifts, Hospitality and Facilitation Requests

Day 7: Issue Escalation and Problem Solving

- Escalation Thresholds and Routes — When and to Whom
- Root Cause Analysis of Delays — Internal Versus Agency Causes
- Appeals and Objection Procedures — Formal Remedies Available
- Negotiating Conditions on Approvals — Acceptable Compromises
- Issue Tracking Boards — Moving Files From Blocked to Closed

Day 8: Reporting and Stakeholder Updates

- Weekly Liaison Status Reports — Red, Amber and Green Signals
- Executive Summaries of Government Matters — Decisions Needed
- Risk Registers for Approvals — Impact on Project Schedules
- Communicating Bad News Early — Credibility With Leaders
- Coordination With Legal and Compliance — Joint Positions

Day 9: Liaison Productivity and Team Routines

- Workload Planning for Liaison Officers — Visits, Calls and Portals
- Standard Operating Procedures for Common Files — Repeatable Steps
- Knowledge Base of Agency Requirements — Capturing Lessons
- Handover Notes for Absences — Continuity of Open Files
- Performance Indicators for Liaison Units — Cycle Time and First-Time Approval

Day 10: Practising the Government Liaison Operating Plan

- Applying the Permit Tracker to a Case Project — Master List
- Drafting a Briefing Note for a Case Meeting — Official Encounter
- Setting Escalation Thresholds and Reports — Case Organisation
- Peer Challenge on Workflow and Integrity Choices — Testing Routines
- Completing the Government Liaison Operating Plan — Files, Routines and Measures

Applying Government Liaison Skills After the Course

- Build a master permit tracker for your organisation's live licences and renewals and share it with project managers each week
- Agree escalation thresholds with your manager and apply them to the three oldest open files in your portfolio

Government Liaison Skills Questions FAQ

What are government liaison skills and why do they matter now?

Government liaison skills are the practical abilities used to obtain approvals, prepare meetings and resolve issues with public agencies. They matter now because services are moving online and projects depend on sequenced permits that leaders expect to see tracked clearly.

Which roles gain most from government liaison skills training?

Government relations specialists and liaison officers gain most. Coordinators who track government cases, staff who manage agency correspondence and team leads who report status and escalate blocked files also benefit.

How does government liaison skills training differ from a public policy course?

It focuses on daily operational liaison rather than shaping policy or regulation. You build trackers, briefing notes, relationship logs and escalation routines, while a policy course covers impact analysis, position papers and advocacy campaigns.

What do you bring back from government liaison skills training?

You bring back an operating plan for your liaison work. It sets out the permit tracker, meeting and briefing routines, relationship logs, escalation thresholds and status reports your unit will use.

Government Liaison Skills: The Way Forward

The government liaison operating plan first informs how open files are tracked and when blocked approvals move up for decision. Liaison officers run it daily, coordinators maintain its records and managers use its reports. After its first month, the escalation thresholds deserve a fresh look, since real agency response times often differ from the assumptions made at the start.