

Strategic Consulting and Implementation Consortium

Superior strategies to managing **People Systems Processes Products Projects Programmes Finances** to deliver triple bottom-line

Development Consultants



28 Austin Friars London
EC2N 2QQ

www.scico.co.uk
consulting@scic.co.uk

Partnering to tackle the world's development problems!

About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

Training:

Effective public sector marketing for confidence building

The training is designed to assist public sector organisations to communicate and promote laudable programmes/projects undertaken by government, and policies to citizens for beneficiary ownership. Using best practice and evidence-based marketing strategies, the training focuses on establishing and delivering best-value to citizens that satisfies the majority and thus grows social and political capital required for socioeconomic stabilisation and Sustainable Development.

Suitability

Participants should be public relations and information managers in public sector organisations

Duration and delivery location

The course is bespoke and proposed for **3 days** in the UK. It can be organised overseas

Cost

The cost of packaged training for groups of 10 will cover lodging, feeding, course materials, tutorials and **4 days** London city transportation including airport pickup. Please contact us to negotiate a quote.