أكاديمية الإعلام الجديد

كلية محمد بن راشد للإدارة الحكومية
MOHAMMED BIN RASHID SCHOOL OF GOVERNMENT

البرنامج التنفيذي للاتصال الرقمي الحكومي

EXECUTIVE PROGRAMME IN GOVERNMENT DIGITAL COMMUNICATION

“ FIRST OF ITS KIND DIGITAL PROGRAMME IN THE REGION ”

Starting: 12th Oct - 26th Nov 2026

البـــرنامج التنفيـــــــــذي
للاتصال الرقمي الحكومي

EXECUTIVE PROGRAMME IN
GOVERNMENT
DIGITAL COMMUNICATION

Contents

- Introduction 4
- Program Pillars 5-6
- Program Calendar 7
- Program Agenda 8
- Program in a Glance 9
- Program Faculty Members 10-14
- Enrollment 15

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:

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 2:

Modern Communication Approach in the United Arab Emirates

(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.

Module 3:

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.

PROGRAM PILLARS

Course Pillars - NMA

Overview

This program teaches you how to communicate clearly and strategically in the digital age. You will learn how to move beyond "just posting content" to building trust with your audience through smart, consistent messaging.
By the end, you will have a clear digital communication strategy that fits your organization's goals.

What you will learn

- Build a strategic communication plan
- Become a strategic storyteller — not just a content poster
- Align messaging across ministries and departments
- Choose the right channels for the right audience
- Handle crisis communication with confidence
- Present data clearly to leadership and stakeholders
- Improve press releases and media relationships

Strategy

From Posting to Storytelling
Posting often is not the same as communicating well. This session shows you how to build a long-term strategy — one that connects every message to a clear goal, and builds real trust with your audience over time.

Internal Communications

People use many digital platforms. Each one is different. This session teaches you how to send one consistent message across many channels — without losing your audience's trust.
Internal Communications Across Ministries and Departments

Content Creation and Distribution

Creating good content is only half the job. This session shows you how to plan content with a clear purpose, and how to distribute it, so it reaches — and stays relevant to — the right audience. You will learn simple methods to extend the life of your content and get more value from every post.

Storytelling for Trust

Strategic storytelling helps the public understand and trust your message. This session shows you how to turn policy and information into stories that are simple, honest, and easy to connect with.

Crisis Communication

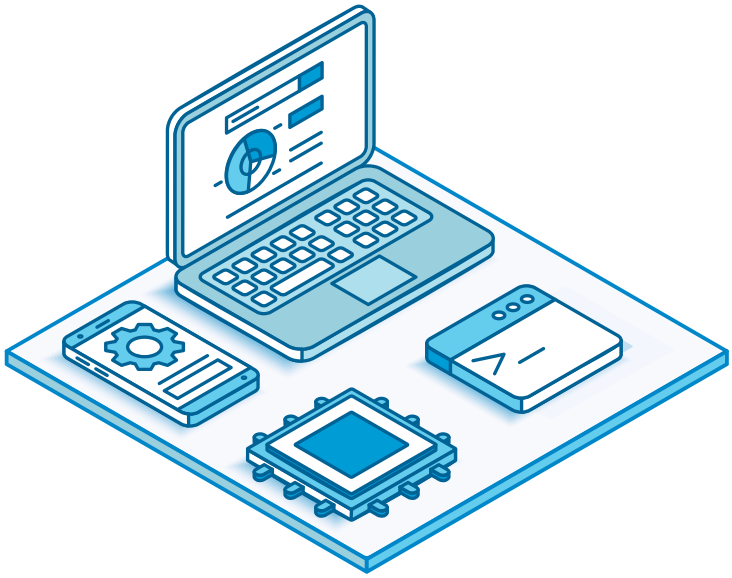
One message can create a crisis — or solve one. Learn how to prepare, plan, and respond quickly when something goes wrong.

Data Presentation

Learn how to present data simply and clearly to leadership, so your work gets the support it needs.

Media and Press Relations

Learn how to write press releases that get picked up — and how to build good relationships with media.



PROGRAM CALENDAR

MBRSG

MBRSG	
Week 1	Module 1
	Modern Communication Approach in the United Arab Emirates
Week 2	Module 2
	Future Government
Week 3	Module 3
	New Digital Era

NMA			
Week 4	Module 4	Module 5	Module 6
	Introduction Government Communications	**Turning Data Into Decisions**	**Internal Communications Strategy**
Week 5	Module 7	Module 8	Module 9
	Storytelling	**Content Creation**	**Content Curation**
Week 6	Module 10	Module 11	Module 12
	Presenting Data to stakeholders	**PR – Press releases and media coverage**	**Crisis Comms**
Week 7	Final Project		
	Group or Individual Project		

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:	**12th Oct - 26th Nov 2026**
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
	MBRSG			
Week 1	12th OCT 5pm - 8pm **Modern Communication Approach in the UAE**	13th OCT 5pm - 8pm **Modern Communication Approach in the UAE**	14th OCT 5pm - 8pm **Modern Communication Approach in the UAE**	15th OCT 6PM - 7PM **Expert Talk**
Week 2	19th OCT 5pm - 8pm **Future Government**	20th OCT 5pm - 8pm **Future Government**	21st OCT 5pm - 8pm **Future Government**	22nd OCT 6PM - 7PM **Expert Talk**
Week 3	26th OCT 5pm - 8pm **New Digital Era**	27th OCT 5pm - 8pm **New Digital Era**	28th OCT 5pm - 8pm **New Digital Era**	29th OCT 6PM - 7PM **Expert Talk**
	NMA			
Week 4	2nd NOV 5pm - 8pm **Introduction Communications: Objectives and Audience.** Instructor: Matt Bailey	3rd NOV 5pm - 8pm **Turning Data Into Decisions** Instructor: Matt Bailey	4th NOV 5pm - 8pm **Internal Communications Strategy** Instructor: Sue Grabowski	5th NOV 6PM – 7PM **Expert Talk** Instructor: Michael Hughes
Week 5	9th NOV 5pm - 8pm **Storytelling** Instructor: Matt Bailey	10th NOV 5pm - 8pm **Content Creation** Instructor: Greg Jarboe	11th NOV 5pm - 8pm **Curation & Distribution** Instructor: Greg Jarboe	12th NOV 5PM - 6PM **Expert Talk** Instructor: Neil Feinstein
Week 6	16th NOV 5pm - 8pm **Presenting Data to Stakeholders and Decision-Makers** Instructor: Matt Bailey	17th NOV 5pm - 8pm **PR – Press releases and media coverage** Instructor: Greg Jarboe	18th NOV 5pm - 8pm **Crisis Comms – developing a playbook** Instructor: Sue Grabowski	19th NOV 6PM – 7PM **Expert Talk** Instructor: Christin Townsend
Week 7	23rd NOV 5pm - 8pm **Hands ON Workshop** Instructor: Matt Bailey, Greg Jarboe	24th NOV 5pm - 8pm **Final project** Instructor: Matt Bailey, Greg Jarboe	25th NOV 5pm - 8pm **Final Project** Instructor: Matt Bailey, Greg Jarboe	26th NOV 6PM – 7PM **Expert Talks** Instructor: Jodie Sangster

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

Dr. Saleh Al Hamrani

Dr. Saleh Al Hamrani is a distinguished expert in the fields of law, innovation management, and institutional excellence, combining academic and practical experience to offer innovative solutions in governmental work environments. He currently holds the position of Deputy Director General for Excellence and Leadership at Dubai Police General Headquarters, where he oversees the implementation of institutional excellence initiatives and enhances the role of leadership in improving overall performance. Dr. Saleh holds a Ph.D. in Law from the University of Leeds in the United Kingdom, with a specialization in legal issues related to public administration and institutional governance. With over 29 years of administrative experience, including leadership roles across various sectors, Dr. Saleh is a pioneer in developing policies and procedures aimed at promoting excellence and innovation within government

Consultant and Trainer

Expertise

Law
Innovation Management
Institutional Excellence

Experience

Deputy Director General for Excellence and Leadership at Dubai Police

Certified Consultant and Trainer for Government Leadership by the United Nations ESCWA

Executive Director of Innovation at the Global Innovation Institute in the United States

Professional Certificates

- Certified Management Consultant by the Chartered Management Institute (CMI) – UK
- Certified Trainer for Government Leadership by the United Nations ESCWA
- Certified Government Excellence Assessor in the Dubai Government Excellence Program

Publications

Developed and delivered training courses in governance, leadership, creative thinking, and strategic planning

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) M 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

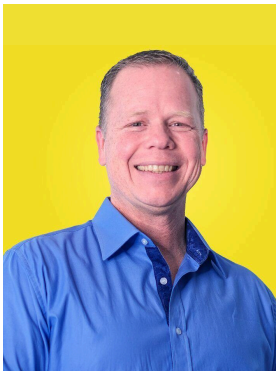
Professional Certificates

- 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

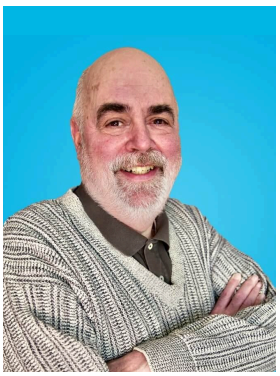


Matt Bailey

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.

Sue Grabowski

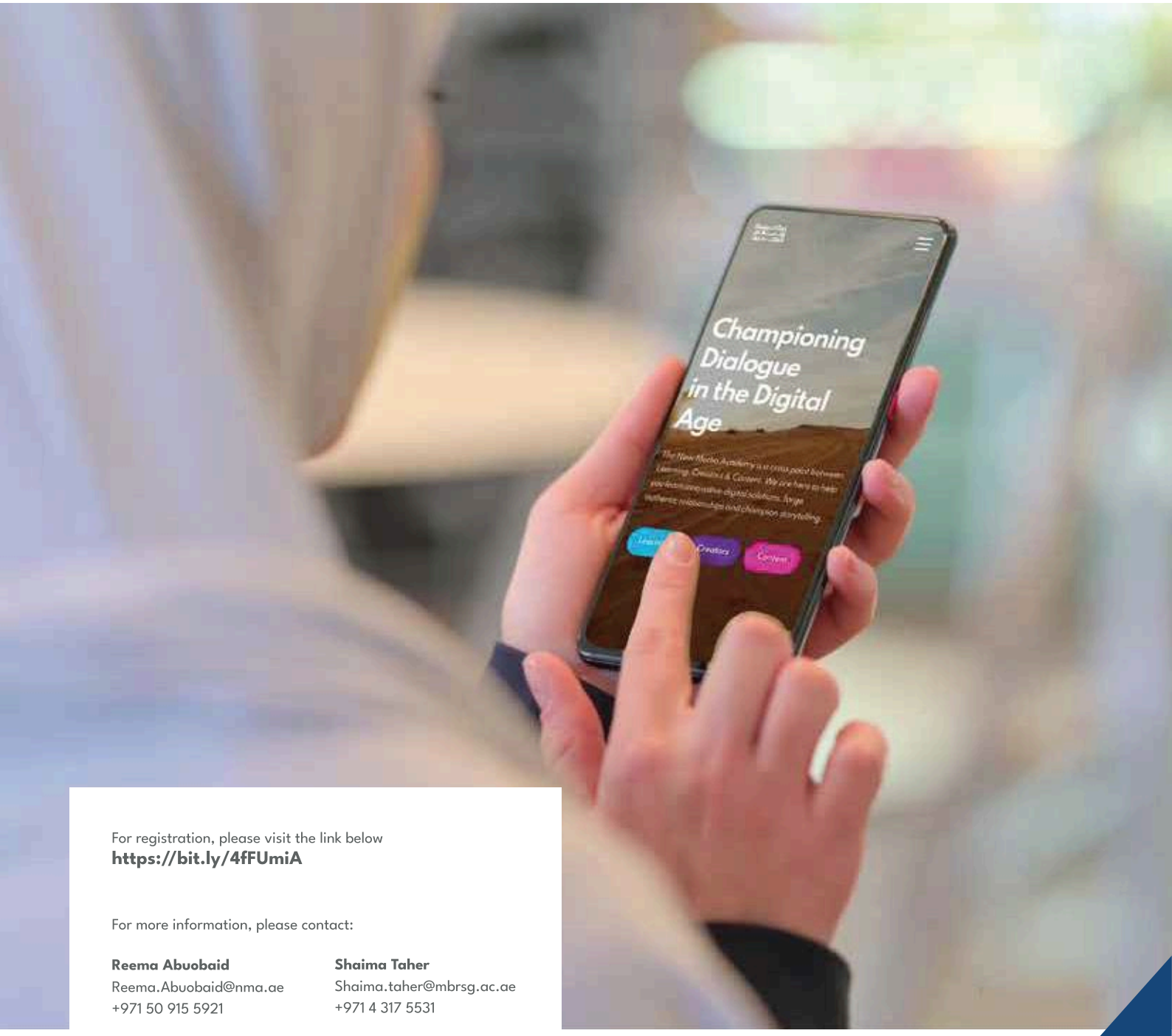
Sue Grabowski has grown a marketing communications firm from a one-person shop to a flourishing organization – Desidara – which serves local, regional, national and international clients. She leads a team of talented strategists, writers, artists and technology creators to craft the right messages and 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.



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.

ENROLLMENT



For registration, please visit the link below
https://bit.ly/4fFUmiA

For more information, please contact:

Reema Abuobaid
Reema.Abuobaid@nma.ae
+971 50 915 5921

Shaima Taher
Shaima.taher@mbrsg.ac.ae
+971 4 317 5531