MARTABA DEVELOPMENT RESOURCE FOUNDATION

Executive Training Program on Strategic Communication and Stakeholders Engagement for Development Professionals

Introduction

In today's interconnected world, the success of any development initiative depends not only on sound technical design but also on the ability to communicate effectively and engage stakeholders strategically. Whether implementing a donor-funded project, driving public sector reform, or leading community-based interventions, development professionals must navigate complex relationships, manage perceptions, and sustain multi-sectoral collaboration to achieve meaningful and lasting impact.

This 5-Day Executive Training on Strategic Communication and Stakeholder Engagement, organized by the Martaba Development Resource Foundation (MDRF), is designed to strengthen the competencies of development professionals, government officials, and institutional leaders in designing and executing communication strategies that drive participation, transparency, and trust among partners and beneficiaries.

The program offers an immersive and practical learning experience that blends global best practices, real-life case studies, and hands-on communication tools. Participants will gain actionable insights on crafting messages that influence change, managing stakeholder relationships, handling media relations, and communicating results effectively in complex development environments.

This training is especially suited to professionals working within or aspiring to work within the development sector, research organizations, public institutions, and donor-funded projects, where strategic communication and stakeholders engagement are critical to success.

Course Objectives

By the end of this training program, participants will be able to:

i. Understand the principles, tools, and processes of strategic communication in development contexts.
ii. Design effective communication strategies aligned with institutional and project objectives.
iii. Identify, map, and analyze stakeholders to foster inclusive and collaborative engagement.
iv. Develop and deliver targeted messages to diverse audiences, including government, donors, and communities.
v. Manage communication crises and enhance organizational reputation and credibility.
vi. Apply participatory communication techniques to strengthen community ownership and policy advocacy.
vii. Utilize media and digital platforms effectively for visibility, accountability, and behaviour change communication.

Who Should Attend?
This training program is ideal for:

i. Development professionals working in NGOs, INGOs, donor-funded programs, and multilateral agencies.
ii. Public sector officials involved in public relations, planning, policy communication, or citizen engagement.
iii. Communication officers, media specialists, and project managers seeking to enhance institutional outreach and impact.
iv. Advocacy and behaviour change communication practitioners.
v. Civil society leaders, researchers, and consultants working on governance, social development, or reform projects.
vi. Academics and postgraduate students in communication, public administration, or development studies.

Course Content

1: Foundations of Strategic Communication in Development

i. Understanding Strategic Communication: Concepts and Frameworks
ii. The Role of Communication in Development and Governance
iii. Aligning Communication Objectives with Institutional Goals
iv. Communication Channels and Stakeholder Relationships
v. **Case Study:** How Effective Communication Influenced Policy Change

Value Proposition: Gain a solid foundation in communication theory and practice — understanding how to align communication goals with project impact and institutional mandates.

2: Stakeholder Mapping, Analysis, and Engagement

i. Identifying and Categorizing Stakeholders (Government, Donors, Communities, Media, CSOs)
ii. Stakeholder Mapping and Power-Interest Matrix
iii. Designing Stakeholder Engagement Plans
iv. Building Partnerships and Managing Expectations
v. **Practical Exercise:** Developing a Stakeholder Engagement Strategy for a Sample Project

Value Proposition: Learn how to analyze, prioritize, and engage diverse stakeholders to build trust, shared ownership, and effective collaboration.

3: Communication Strategy Design and Implementation

i. Steps in Designing a Strategic Communication Plan
ii. Crafting Key Messages and Framing Narratives
iii. Audience Analysis and Message Customization
iv. Communication Tools: Press Releases, Briefs, Policy Notes, and Social Media Content
v. **Workshop:** Designing a Communication Plan for a Development Initiative

Value Proposition: Acquire practical skills in developing clear, coherent, and impactful communication strategies that inspire participation and influence decisions.

4: Media Relations and Crisis Communication

i. Engaging the Media as Partners in Development
ii. Preparing for and Managing Media Interviews
iii. Crisis Communication and Reputation Management
iv. Storytelling and Communicating Results for Donor Visibility
v. **Simulation:** Managing a Communication Crisis Scenario

Value Proposition: Build your confidence in handling public communications, managing crises, and safeguarding organizational credibility under pressure.

5: Participatory Communication and Digital Engagement

i. Participatory Communication for Community Empowerment
ii. Advocacy and Policy Communication
iii. Using Digital Tools and Social Media for Visibility and Impact
iv. Monitoring and Evaluating Communication Outcomes
v. **Group Presentation:** Designing an Integrated Communication and Engagement Framework

vi. Certification and Closing Ceremony

Value Proposition: Learn to use participatory and digital communication strategies to empower communities, promote accountability, and strengthen policy dialogue.

Methodology

The instructor-led training courses are delivered using a blended learning approach and comprise presentations, guided sessions of practical exercise, web-based tutorials and group work. Our facilitators are seasoned industry experts with years of experience, working as professionals and trainers in these fields.

Date and Duration of Training

- 5 Full Days Specifically, **15th – 19th June 2026**.
- Location: Jimeta, Yola – Adamwa State
- Delivery format: **Residential** (with accommodation), or **non-residential** (without accommodation).

Course Participation Fee per person: NGN300,000.00 (***Early Bird Discount:*** **NGN250,000.00** valid until 15th May 2026)

Fee Covers: Training materials, resource pack, certificate of participation, tea breaks, and lunch throughout the training duration.

All payments are to be made to the following account using full name and course title as purpose of the payment:

Account Name: Martaba Development Resource Foundation

Account Number: 1313510880

Bank Name: Zenith Bank

Note: Accommodation can be arranged for interested participants at a negotiated price.

Unique Value Proposition

i. **Comprehensive and Practical Learning:** This training provides hands-on exposure to tools, case studies, and templates you can immediately apply in your work.
ii. **Global Standards, Local Relevance:** The curriculum blends global best practices in communication and stakeholder engagement with local and regional realities.
iii. **Led by Industry Experts:** Facilitated by professionals with extensive experience in development communication, media engagement, and governance advocacy.

iv. **Networking and Peer Learning:** Connect with fellow participants from government, civil society, academia, and donor institutions to exchange experiences and insights.
v. **Organizational Impact:** Strengthen your organization's ability to communicate results, manage relationships, and enhance visibility and public trust.
vi. **Recognized Certification:** Participants will receive a **Certificate of Participation from the Modibbo Adama University (MAU), Yola** to strengthen their professional profile.

This training is positioned as a transformational executive program that equips participants with relevant skills for building trust, influence, and collaboration for sustainable development.

For registration, partnership, or sponsorship opportunities, please contact:
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