



## EFFECTIVE COMMUNICATION AND PUBLIC SPEAKING

### PROGRAMME OVERVIEW

Parliamentarians must learn to express their ideas and thoughts clearly, whether participating in debates within Parliament or engaging with audiences outside it. They need to communicate in a language that avoids igniting conflict. This course is designed to equip Members of Parliament with the skills to perform their legislative and representative functions efficiently.

### PROGRAMME RATIONALE

This course addresses the pressing need for MPs to proactively manage their public image, communicate effectively with the public and media, and speak confidently in official and diplomatic settings. As public figures, MPs are constantly observed for how they speak, act, and behave both inside and outside Parliament. The programme helps Members strengthen their public image, build confidence in public speaking, and master the intricacies of effective communication.

### LEARNING OUTCOMES

By the end of this course, participants should be able to explain both traditional and modern principles of public speaking. They will be able to discuss topical issues confidently across diverse platforms, including live media, social media, and AI-enhanced communication environments. Participants will also be able to effectively apply digital and AI tools when preparing and delivering speeches, and create a team-based communication system suitable for parliamentary, political, and media settings.

### TARGET GROUP

The course is designed for Members of the Senate, Members of the National Assembly, and other legislators.

### COURSE CONTENT

The course covers the art of effective communication and how to align personal values with public perception. It includes the principles of effective media communication, techniques for handling live interviews and press conferences, methods for structuring and delivering powerful speeches, strategies for navigating social media including its risks and rewards, approaches to communication and damage control, and the use of AI and technology tools for modern parliamentarians.

### VISION

A global Centre of excellence in  
Legislative Governance

### MISSION

To Enhance Capacity Development  
for Effective and Efficient  
functioning of Parliament,  
Legislative Assemblies and other  
key stakeholders.



### BENEFITS OF ATTENDING

Participants will gain stronger communication skills, improved media communication abilities, effective crisis management techniques, and greater confidence in public speaking.

### DATES, VENUE AND FEES

• • • AVAILABLE ON REQUEST. • • •

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