

Press Release

GDMO's holds graduation ceremony of 'Dubai International Communication Programme'

Government of Dubai Media Office – 27 February 2019: The Government of Dubai Media Office (GDMO) held a graduation ceremony for senior officials who attended the Dubai International Communication Programme, the strategic communication training programme it organised in cooperation with Egmont Institute, one of Europe's leading international relations think tanks.

Held in Brussels, the Dubai International Communication Programme was designed to support Dubai's senior officials in further enhancing their global strategic communications mindset.

Her Excellency Mona Al Marri, Director General of GDMO said: "This Programme is the latest product of our close cooperation with prestigious international organisations to develop advanced strategic communications programmes for Dubai's senior officials. GDMO is committed to support Dubai's senior executives in enhancing their strategic global communications capabilities and equipping them to face any challenge in a rapidly changing media environment. The Programme took a deep look at different forms of international communication and the critical aspects of representing one's country or organisation globally."

The participants in the Programme were members of the Dubai International Communication Committee (DICC). Approved by Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum in December 2018, the Committee was initiated by GDMO to promote effective and positive engagement with international media to safeguard and enhance Dubai's image.

The strategic objectives of the Committee include further raising Dubai's global reputation; proactively communicating its key messages and accomplishments; building influential relationships and strong networks globally; developing international communication strategies to

support Dubai's vision; and working with the leadership of different Dubai entities to represent the city globally.

Johan Verbeke, Director General of Egmont Institute, said: "We are extremely pleased to have partnered with the Government of Dubai Media Office to develop an advanced strategic communication programme for Dubai's senior officials. Dubai has demonstrated leadership in adopting global best practices in government communications and it is highly committed to ensuring senior government officials are equipped with the latest strategic expertise. We look forward to continuing our cooperation with the Government of Dubai Media Office to support them in enhancing the knowledge and proficiency of senior executives in global communications."

The Dubai International Communication Programme was delivered by an array of leading European strategic communications experts. Integrating deep-dive discussions and practical workshops, the Programme aimed to give the participants a strong understanding of global best practices.

It addressed various dimensions of international communications including image building, digital strategy, perception management and crisis communication. Case studies were used to deepen participants' understanding of strategic communication for different contexts and objectives. The Programme also covered international trade and investment promotion communication, the use of social media and crisis communication among other topics.

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