



Executive Director of Public Relations



29 June - 3 July 2025



Casablanca (Morocco)

Executive Director of Public Relations

course code: M15016 From: 29 June - 3 July 2025 Venue: Casablanca (Morocco) - course Fees: 3700 Euro

Overall Program Objective:

This program aims to identify the latest developments and the latest methods that have emerged in the fields of supervision of public services through the use of the experience that combines the academic study and the practical experience related to this activity in discussing and clarifying the latest techniques in the management of public services and learning the latest methods of performance Supervising the general services and the basic requirements and conditions necessary for them, preparing and developing their designs, as well as the activities related to managing the operations related to these services and the procedures accompanying them.

Detailed Objectives:

- Planning to develop the performance of public service activities.
- A structured approach to thinking helps to generate new ideas reflect the development of the performance of public services methods.
- Define development objectives for public service activities.
- Identify indicators to measure and assess the extent to which these objectives are achieved.
- Define the forces that impede and encourage the development of performance.
- The development of work programs and plans for improvement and development.

Scientific and practical themes of the program:

- Determine the development of the activities of public service goals.
- Identify indicators to measure and assess the extent to which these objectives are achieved.
- Define the forces that impede and encourage the development of performance.
- The development of work programs and plans for improvement and development.
- The functions of supervisors in the management, nature and importance of public services in contemporary organizations.
- Contractor's contracts.
- How to supervise the work of contractors.
- Behavioral skills for workers in the field of administrative services.
- Planning work in administrative services.
- Organization of work and personnel in administrative services.
- Skills, goal setting skills, planning work programs, identifying work and employment needs, organizing, distributing and distributing work to supervisors).
- Objectives of the development plan Performance on public service activities.
- Supervision skills for office furniture, stationery and post.
- In the field of office maintenance, furniture and furnishings.
- Supervision, maintenance and landscaping, housing and staff housing skills.
- Supervision skills in the field of nutrition.
- The role of the General Services Administration to monitor the movement and transportation of workers.
- Best and Worst Supervisor, Success Skills: Professional, Human Relations and Administration, List of Supervisory Skills, Developing Human Skills and Good Relationships, Naughty Employee and Unjustified Mistakes.

- How to budget and manage expenses for the public services activity.
- Indicators for measuring and evaluating the achievement of objectives.
- Performance criteria and performance indicators.
- Types of performance indicators.
- Multiplicity of performance indicators to measure one goal.

