

Programme overview:

# DEEP DIVE®

**Learning the difference between Government, Parliament and the Executive can be as confusing but our DEEP DIVE® will have you navigating the political ecosystem as if you were born to do it!**

You'll gain an in-depth understanding of the intricacies of government engagement and how to make this seemingly complex field overwhelmingly simple. Our expert facilitators will also teach you how to navigate this field and discover hidden opportunities.

**Duration:** 8 hours  
**Attendees:** Maximum of 5  
**Pre-requisites:** None

This course is perfect for larger New Zealand businesses with communications or marketing teams that are looking to build their in-house capability. You and your colleagues will leave our course with the right toolkit to turn your new knowledge into valuable actions.

## Agenda

**Part One:** Government relations 101 (1 hour)  
**Part Two:** Parliament, executive and officials (1 hour)  
**Part Three:** Communicating with MPs (1 hour)  
**Part Four:** DIY: Create your own government relations strategy (1 hour)  
**Break:** Break (45 mins)  
**Part Five:** Thought leadership - the role for a sector leader (1.5 hours)  
**Part Six:** GR doey for GR hui (.5 hours)  
**Part Seven:** Workshopping your current situation (1 hour)  
**Part Eight:** Learning jenga (a recap) (15 mins)

## DEEP DIVE® at a glance

**Content:** Predominantly set with personalisation  
**Delivery:** Level 1, 1A York Street, Newmarket, Tāmaki Makaurau  
**Resources:** Write on booklet provided  
**Cost:** \$5,000.00 (including GST)