



05 March 2021

Media Statement

THE NSG AND GCIS INAUGURAL MASTER CLASS ON COMMUNICATING PANDEMICS

The National School of Government (NSG) together with the Government Communications and Information Systems (GCIS) have partnered on a course in and effort to re-skill government communicators. This is part of new comprehensive suite of virtual learning programmes that the NSG has introduced since the dawn of the “new normal” in April 2020.

The purpose of the master class is to assist government communicators in the mediation of messaging to the public during the COVID-19 pandemic. The role of strategic communication during a crisis is to provide timely, credible information that keeps stakeholders informed. Communications also serves as a tool for building trust. Organisations that share authentic, transparent and consistent messages are more likely to gain trust and maintain their brand perception. This discussion will focus on how to build trust through effective communication during a crisis.

Amongst the target audience is Heads of Communications, Ministerial Liaison Officers and all Public Sector Communicators. Each course will be offered a period of two weeks virtually, subsequent to that participants will be provided with executive coaching over a year.

The “Master Class on Communicating Pandemics” responds to key areas identified through the recent GCIS skills survey, which covers the following:

- Principles of communication
- Communications strategies and policies for Developmental State



- Advanced writing skills
- Effective media engagement and media monitoring
- Effective use of management of social media such as identifying and managing fake news

Under the theme, “The Role of Chief Information Officers in Advancing Digital Transformation in the Public Sector”, the NSG and GCIS have invited gurus from the different sectors to share their insights and experience on how to clarify the science of pandemics when communicating with the public. The experts to share insights are Mr Jean–Guillamume Messmer (consultant in digital transformation and IT), Mr Diego Cortes (consultant in leading innovation and transformation projects within the public sector), Dr Nono Simelane (Director-General for Family, Women, Children and Adolescents at WHO), and Professor Mosa Moshabela (Deputy Vice Chancellor of Research and innovation at the University of KwaZulu Natal).

The inaugural classes will be hosted in two different sessions as follows:

Thursday 11th March 2021

Thursday 18th March 2021

To register for the Master Class please go to the link <http://t.co/HKUJX5cTd>

For details on how to register please contact Ms Louise Lepan on 012 441 6624/
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