Global Horizon
TRAINING CENTER

Training Course:
Public Service Management

22 - 26 March 2027
Madrid (Spain)

Training Course:
Public Service Management

Training Course code: MA234777 From: 22 - 26 March 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 Euro

Introduction

The increasing expectations of citizens and the rapid advancement of technology have made the modernization of public services a strategic necessity. The Certificate in Public Service Management program is designed to equip public sector professionals with the knowledge and tools required to enhance service delivery, improve efficiency, and implement effective e-Governance initiatives.

This program focuses on modernization strategies, digital transformation, and public sector reforms, enabling organizations to deliver more transparent, accountable, and citizen-centric services. It also highlights the role of innovation, technology, and organizational change in building efficient and sustainable public institutions.

Course Objectives

By the end of this program, participants will be able to:

- Understand the principles, trends, and practices of public service modernization
- Apply tools and techniques for implementing e-Governance initiatives
- Utilize modern technologies to enhance public service delivery
- Develop strategies for improving efficiency and service quality
- Identify and address challenges in public sector transformation
- Promote innovation and continuous improvement within public organizations
- Design modernization plans aligned with organizational goals

Target Audience

This program is designed for:

- Directors, Board Members, and Senior Management in Public Sector Organizations
- Human Resources Professionals in Government Entities
- Auditors and Compliance Officers
- Public Sector Managers and Administrators
- Professionals involved in public service delivery and reform initiatives
- Individuals interested in e-Governance and public sector innovation

Outline

Day 1 - Foundations of Public Service Modernization

- Definition and concept of modernization in the public sector
- The need for modernization in a globalized environment
- Key drivers of public service reform
- Examples of modernization in public and private sectors
- Benefits of modernization: efficiency, transparency, and service quality
- Role of governance, accountability, and citizen engagement

Day 2 - E-Governance and Digital Transformation

- Definition and components of e-Governance
- Role of technology in public sector modernization
- Steps for implementing e-Governance initiatives
- Enhancing citizen and business engagement through digital platforms
- Policy, data, and innovation in public service delivery
- Organizational restructuring for digital transformation

Day 3 - Workforce and Institutional Development

- Role of human capital in public sector transformation
- Building a skilled and innovative workforce
- Public sector employment reforms and performance management
- Incentive structures and career development frameworks
- Open Government Partnerships and collaborative governance
- Enhancing transparency and accountability

Day 4 - Success Factors and Governance Structures

- Key success factors in public service modernization
- Role of central and local governments
- Decentralization and democratization in public administration
- Social and economic reforms supporting modernization
- Technology adoption and capacity building
- Strengthening institutional governance frameworks

Day 5 - Challenges and Implementation Strategies

- Common challenges in public sector modernization
- Managing resistance to change
- Addressing political and organizational constraints
- Resource management and funding challenges
- Improving accountability and transparency mechanisms
- Developing actionable strategies for sustainable reform

Registration form on the Training Course: Public Service Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.