MERCURY

Digital Transformation in Public Entities

9 – 13 May 2027
Dubai (UAE)



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Ref: 16381_1018306 **Date:** 9 – 13 May 2027 **Location:** Dubai (UAE) **Fees:** 4900 Euro

Introduction:

Digital transformation in public entities is reshaping governance and service delivery worldwide. This Digital Transformation in Public Entities course delves into how digital technologies can revolutionize public services, enhancing efficiency, transparency, and citizen engagement. Participants will explore the strategic, operational, and ethical dimensions of digital change within governmental contexts.

Through a blend of theoretical insights and practical examples, learners will examine the role of leadership, data governance, and innovation in driving successful digital initiatives. The Digital Transformation in Public Entities program prepares professionals to navigate the complexities of digital transformation in the public sector. Participants will lead and contribute effectively to digital transformation efforts within their organizations.

Targeted Groups:

This Digital Transformation in Public Entities training targets professionals seeking specialized knowledge and skills:

- Government officials aiming to lead digital initiatives.
- Policymakers are involved in digital governance strategies.
- Public sector managers overseeing digital transformation projects.
- IT professionals working within government agencies.
- Consultants advising public entities on digital strategy.
- Academics researching public sector innovation.

Course Objectives:

Participants will achieve the following objectives by completing the Digital Transformation in Public Entities course:

- Understand the principles of digital transformation in the public sector.
- Analyze the impact of digital technologies on public service delivery.
- Develop strategies for implementing digital change within governmental organizations.
- Evaluate the role of leadership in fostering a digital culture.
- Assess the ethical implications of digital initiatives in public entities.
- Design frameworks for data governance and cybersecurity in the public sector.
- Apply change management techniques to digital transformation projects.
- Collaborate effectively across industries to drive digital innovation.

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Targeted Competencies:

Participants will gain the following competencies during the Digital Transformation in Public Entities program:

- Strategic thinking in digital transformation planning.
- Leadership skills tailored for digital initiatives.
- Analytical abilities to assess digital readiness and maturity.
- Knowledge of emerging technologies relevant to the public sector.
- Skills in stakeholder engagement and communication.
- Understanding of legal and ethical considerations in digital governance.
- Proficiency in managing digital projects and teams.
- Capacity to foster a culture of innovation within public entities.

Studying Scenarios:

In this Digital Transformation in Public Entities training, participants will develop their skills through the analysis of the following scenarios:

- Implementing a nationwide e-government platform.
- Transitioning from paper-based to digital public service delivery.
- Managing Cybersecurity Risks in Public Sector Digital Systems.
- Integrating artificial intelligence into public administration processes.
- Navigating legal challenges in digital data management.
- Engaging citizens through digital platforms for policy feedback and input.
- Overcoming resistance to digital change within public institutions.

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Course Content:

Unit 1: Foundations of Digital Transformation in the Public Sector:

- Defining digital transformation and its significance.
- Distinguishing between digitization and digital transformation.
- Exploring global trends in public sector digitalization.
- Understanding the drivers and barriers to digital change.
- Examining case studies of successful digital initiatives.
- Identifying key stakeholders in digital transformation efforts.
- Assessing the digital maturity of public entities.
- Recognizing the role of leadership in digital transformation.

Unit 2: Strategic Planning for Digital Change:

- Developing a digital transformation strategy.
- Aligning digital initiatives with organizational goals.
- Setting measurable objectives and outcomes.
- Prioritizing digital projects based on impact and feasibility.
- Resource Allocation and Budgeting for Digital Initiatives.
- Risk management in digital transformation projects.
- Stakeholder analysis and engagement strategies.
- Monitoring and evaluating the progress of digital initiatives.

Unit 3: Technology and Infrastructure for Digital Government:

- Understanding the Technological Landscape for Digital Government.
- Cloud Computing and Its Applications in the Public Sector.
- Data management and interoperability challenges.
- Implementing cybersecurity measures in digital systems.
- Exploring the role of artificial intelligence and machine learning.
- Blockchain technology in public administration.
- Building resilient and scalable digital infrastructures.
- Ensuring accessibility and inclusivity in digital services.

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Unit 4: Leadership and Change Management:

- The role of leadership in driving digital transformation.
- Building a digital culture within public entities.
- Change management models and their application.
- Overcoming resistance to digital change.
- Capacity building and skill development for staff.
- Communication strategies for digital initiatives.
- Collaboration across departments and sectors.
- Evaluating the effectiveness of leadership in digital projects.

Unit 5: Ethical, Legal, and Social Implications:

- Addressing ethical considerations in digital transformation.
- Legal frameworks governing digital data and privacy.
- Ensuring transparency and accountability in digital services.
- Citizen engagement and participation through digital platforms.
- Digital Inclusion and Accessibility for Marginalized Groups.
- Managing the digital divide and promoting equity.
- Evaluating the social impact of digital initiatives.
- Developing policies for responsible digital governance.

Final Insights & Key Takeaways:

Digital transformation in public entities is essential for modernizing governance and enhancing service delivery. Equipped with strategic, technological, and ethical insights, participants will lead and contribute to successful digital initiatives within their organizations.