MERCURY

Public Policy & Regulatory Affairs

14 – 18 December 2026
Amsterdam (Netherlands)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Public Policy & Regulatory Affairs

Ref: 16412_1084017 **Date:** 14 – 18 December 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction:

The Public Policy and Regulatory Affairs course equips professionals with the essential knowledge and skills to navigate the intricate landscape of public policy formulation and regulatory frameworks. Participants will delve into the processes that shape public policies and the regulatory mechanisms that ensure their effective implementation. The course offers a comprehensive exploration of policy analysis, development, and the role of regulatory bodies in various sectors.

Through a blend of theoretical insights and practical applications, learners will gain a nuanced understanding of how policies are crafted, evaluated, and enforced. This Public Policy and Regulatory Affairs program emphasizes the ethical considerations, stakeholder engagement, and the socio-economic impacts of policies. Participants will be adept at analyzing policy issues, assessing regulatory environments, and contributing to the development of sound public policies.

Targeted Groups:

This Public Policy and Regulatory Affairs training targets professionals seeking specialized knowledge and skills:

- Policy analysts aiming to enhance their analytical capabilities.
- Regulatory affairs specialists seeking a deeper understanding of compliance frameworks.
- Government officials are involved in policy formulation and implementation.
- Legal professionals focusing on administrative and regulatory law.
- Corporate managers are navigating regulatory landscapes in their industries.
- Non-governmental organization NGO staff advocating for policy changes.
- Consultants advising clients on public policy and regulatory matters.
- Academics and researchers specializing in public administration and policy studies.

Course Objectives:

Participants will achieve the following objectives by completing the Public Policy and Regulatory Affairs course:

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- Understand the foundations of public policy and regulatory affairs.
- Analyze the policy-making process from inception to evaluation.
- Evaluate the role of regulatory bodies and their impact on policy implementation.
- Assess the socio-economic implications of public policies.
- Develop strategies for effective stakeholder engagement in policy development.
- Apply ethical considerations in policy analysis and regulatory practices.
- Critique existing policies and propose evidence-based improvements.
- Communicate policy recommendations effectively to diverse audiences.
- Utilize quantitative and qualitative methods in policy research.
- Navigate the complexities of international regulatory environments.

Targeted Competencies:

Participants will gain the following competencies during the Public Policy and Regulatory Affairs program:

- Proficiency in policy analysis and regulatory assessment techniques.
- Ability to interpret and apply regulatory frameworks across various sectors.
- Skills in stakeholder mapping and engagement strategies.
- Competence in drafting policy briefs and regulatory reports.
- Understanding of ethical considerations in policy and regulatory decisions.
- The capability to evaluate the effectiveness of public policies.
- Knowledge of global regulatory standards and their implications.
- Aptitude for conducting research using both qualitative and quantitative methods.
- Expertise in communicating complex policy issues to non-specialist audiences.
- Strategic thinking in navigating political and regulatory challenges.

Studying Scenarios:

In this Public Policy and Regulatory Affairs training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating the impact of a new environmental regulation on local businesses.
- Assessing the effectiveness of healthcare policy reforms in a developing country.
- Analyzing the role of public-private partnerships in infrastructure development.
- Investigating the implications of data privacy laws on technology companies.
- Examining the challenges in implementing international trade agreements.
- Studying the policy responses to a public health crisis.
- Reviewing the regulatory challenges in the financial sector.
- Exploring the ethical dilemmas in policy decision-making processes.

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Course Content:

Unit 1: Introduction to Public Policy:

- Definition and scope of public policy.
- Historical evolution of public policy theories.
- Key actors in the policy-making process.
- Stages of policy development: formulation, adoption, implementation, and evaluation.
- The role of political institutions in shaping policy.
- Public policy models and frameworks.
- Policy analysis tools and techniques.
- Case studies of successful and failed policies.

Unit 2: Regulatory Affairs Fundamentals:

- Understanding regulatory frameworks and their importance.
- Overview of Regulatory Bodies and Their Functions.
- Regulatory compliance and its significance.
- The process of regulatory approval and enforcement.
- International regulatory standards and harmonization efforts.
- Challenges in regulatory affairs across different sectors.
- Ethical considerations in regulatory decision-making.
- Case studies of regulatory successes and failures.

Unit 3: Policy Analysis and Evaluation:

- Techniques for policy analysis: cost-benefit analysis, SWOT analysis, etc.
- Methods for evaluating policy outcomes and impacts.
- Indicators and metrics for policy performance assessment.
- Stakeholder analysis and its role in policy evaluation.
- The importance of data in policy analysis.
- Challenges in measuring policy effectiveness.
- Ethical issues in policy evaluation.
- Case studies on policy evaluation processes.

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Unit 4: Stakeholder Engagement and Communication:

- Identifying and mapping stakeholders in the policy process.
- Strategies for effective stakeholder engagement.
- Communication techniques for policy advocacy.
- The role of media in public policy.
- Public relations strategies for policy initiatives.
- Managing public opinion and perception.
- Crisis communication in policy contexts.
- Case studies on successful stakeholder engagement.

Unit 5: Global Perspectives in Public Policy and Regulation:

- Comparative analysis of public policy across different countries.
- International regulatory bodies and their influence.
- Globalization and Its Impact on National Policies.
- Policy diffusion and learning between countries.
- Challenges in implementing international agreements.
- Cultural considerations in policy formulation.
- The role of international organizations in policy development.
- Case studies on global policy initiatives.

Final Insights & Key Takeaways:

This course provides a comprehensive understanding of the intricate processes involved in public policy formulation and regulatory affairs. Participants will enhance the analytical tools and practical insights necessary to navigate and influence the policy and regulatory landscapes effectively.