

UK shares expertise in government communications with Paraguay



GCSI and the British Ambassador meet with the Presidential Delivery Unit.

The brief visit followed a packed programme, during which the delegate from GCSI Stephen Young met with several Ministers and government officials.

Mr. Young met with Minister Carlos Pereira of the National Secretariat of Planning (STP); Minister Rene Fernandez of the National Anti-corruption Secretariat (SENAC); Minister Alejandro Peralta Vierci of the Ministry of Information Technologies and Communications (MITIC); and officials from the Ministry of Trade and the Investment and Exports Network (REDIEX). The round of calls included a meeting at the Presidential Palace with Minister Hugo Cáceres and the Presidential Delivery Unit.

Stephen Young from GCSI converses with Minister Carlos Pereira from the STP.

On the second day of the visit, the British Embassy and MITIC through its Vice Ministry of Communications hosted a workshop by GCSI. The workshop aimed state communicators and akin professionals in the government, and had over forty people in attendance.

The objective of the workshop was to strengthen communication from a strategic approach so that information on government actions effectively reaches citizens. Techniques on communications during crisis, tips on preparedness and tools for internal communication were some of the topics discussed.

Participants of the workshop got a group photo at the end of the day.

On the visit, Mr. Young reflected:

It was a great opportunity and privilege to meet with various

Paraguayan government Ministers and officials to discuss the key areas that are currently impacting their society.

We look forward to future collaboration in communication strategies with the Paraguay Government.

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