

EVENT FORMAT

1. Event Banner - (h*w): 300*350 (Pixels)

The banner is a vertical rectangle with a light cream background and a thin black border. At the top is the Galgotias University logo, which consists of a stylized 'G' in blue and red followed by the text 'GALGOTIAS UNIVERSITY' in red. Below the logo, the text 'SCHOOL OF MEDIA AND COMMUNICATION STUDIES' is written in blue. This is followed by 'organises an orientation workshop on' in a smaller blue font. The main title, '“Role of Communication Manager in France: understanding the Internal and External Communication”', is in a large, bold, blue font. Below the title, the date and audience, 'on September 24, 2025 to BA(J&MC) students', are written in blue. To the left of a portrait photo is the text 'Resource person Mr. Arjun Arora' in bold blue, followed by his title and affiliation in a smaller blue font. The portrait photo shows a man with dark hair and a beard, wearing a dark blazer over a light-colored sweater. At the bottom, the topic is repeated in bold blue text.

GALGOTIAS
UNIVERSITY

SCHOOL OF MEDIA AND
COMMUNICATION STUDIES

organises an orientation workshop on

**“Role of Communication
Manager in France:
understanding the Internal
and External Communication”**

on September 24, 2025
to BA(J&MC) students

Resource person
Mr. Arjun Arora
Communication Manager
Centre de gestion de la
fonction publique territo-
riale Clermont-Ferrand,
France

**Topic- Role of Communication Manager
in France: understanding the Internal
and External Communication**

2. Event Title: An Orientation Workshop on Role of Communication Manager in France: Understanding Internal and External Communication

+ Event Types- Orientation Workshop

3. Event Date and year (Ex-1st Jan 2023): 24/09/2025

4. Event brief description – 200 words

On 24th September 2025, the School of Media and Communication Studies, Galgotias University, organized an insightful orientation workshop for BJMC Semester I students, led by Mr. Arjun Arora, a Class 02 Officer at the Centre de Gestion de la Fonction Publique Territoriale, Clermont-Ferrand, France. During the two-hour interactive session, Mr. Arora shared valuable insights into the role and responsibilities of a Communication Manager within the French local government system.

He explained the importance of effective internal communication in ensuring coordination, transparency, and smooth information flow among government departments. The session also focused on external communication, highlighting strategies for engaging with citizens, managing media relations, disseminating public information, and utilizing digital and social media platforms to strengthen public trust and participation. Mr. Arora discussed the communication challenges faced by public institutions and emphasized the need for clarity, accountability, and timely information dissemination, particularly during crisis situations.

The workshop featured an engaging question-and-answer session where students explored career opportunities, communication strategies, crisis management, and the professional competencies required in government communication. The session provided students with a global perspective on public sector communication and enhanced their understanding of the relationship between governance, media, and public engagement. Overall, the workshop served as a valuable learning experience, reinforcing the significance of strategic communication in promoting transparency, citizen participation, and effective public administration.

5.Event Detailed Description- Max 500 words

Date: 24/09/2025

B-401, SMCS, Galgotias University

On 24th Sep 2025 an insightful and informative orientation workshop was conducted by Mr. Arjun Arora, a Class 02 Officer at the Centre de gestion de la fonction publique territoriale in Clermont-Ferrand, France. Mr. Arora, who works within the local government office in Clermont-Ferrand, France, engaged with BJMC (Bachelor of Journalism and Mass Communication) Semester 1 students of Galgotias University, providing them with a detailed understanding of the role of a Communication Manager in the French local government context. The workshop lasted for two hours and was an excellent opportunity for the students to gain firsthand knowledge from an experienced professional in the field.

During the session, Mr. Arora highlighted the significant responsibilities and challenges faced by Communication Managers working in the public sector in France. He emphasized the crucial role that communication plays in both internal and external operations of local government offices. The internal communication aspect focuses on fostering effective communication within government departments and between different levels of government. Mr. Arora explained that it is essential for communication managers to ensure smooth information flow, create a collaborative environment, and maintain transparency in the decision-making process.

On the external communication front, Mr. Arora discussed the importance of maintaining a clear, consistent, and transparent communication strategy with the public. This includes managing the relationship between the local government and the citizens, dealing with the media, and effectively conveying government policies, announcements, and public services. He also shed light on the use of social media and digital platforms, which are increasingly important tools in shaping public opinion and engaging with a broader audience.

The workshop was highly interactive, with Mr. Arora responding to a wide range of questions from the students. He efficiently handled queries about the practical aspects of communication management, the skills required for success in this field, and the role of a communication manager in crisis management, especially during public emergencies. The students were keen to learn about the nuances of government communication strategies, and Mr. Arora's detailed responses provided valuable insights into the intersection of communication, governance, and public relations.

Overall, the workshop proved to be a valuable learning experience for the BJMC students of Galgotias University. It gave them an in-depth understanding of the critical role that communication managers play in the functioning of local government offices, particularly in France. The session also fostered a deeper appreciation for the significance of effective communication in maintaining transparency, building trust, and engaging with the public in the government sector. responsibly in the AI era.

6. Pictures /Photos/Image

Format – JPEG

Photo Size-(h*w): 300*350 (Pixels)

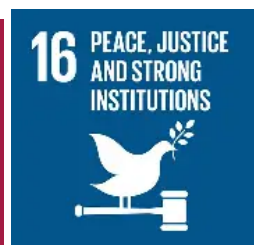
+ Add name of the pic also (Max 100 words)

7. Mentor Name – Dr. Tasha Singh Parihar

8. Department Name –School of Media and Communications

9. SDGs Linked with images-

+ Add the SDG logo also (MANDATORY)



10.No of Registrations (Numerical data): 76

11.No. of Attendees (Numerical data)

Internal – 76

External – NA

12. Event Outcome

1. Engagement:

Students actively participated in the interactive orientation through discussions and a lively Q&A session, gaining valuable exposure to international public communication practices and government communication strategies.

2. Educational Impact:

The workshop enhanced students' understanding of communication management in the public sector by providing global perspectives on governance, media relations, crisis communication, and digital public engagement, thereby strengthening their professional outlook.

13.Social media Poster - (h*w): 400*1900 Pixels –Not Available



