# PPP Market Engagement Strategies Training Course

Professional Development Training Course Outline

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| **Category** | General Training | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Public-Private Partnerships Market Engagement Strategies Training Course provides a practical and strategic framework for professionals involved in public-private partnerships to design, manage, and evaluate effective market engagement throughout the public-private partnerships project lifecycle. The course focuses on market sounding, investor engagement, private-sector consultation, stakeholder mapping, procurement strategy, market intelligence, transaction preparation, competitive dialogue, investor confidence, and transparent communication. Participants will develop the skills required to understand private-sector expectations, assess market appetite, identify potential investors and lenders, and structure engagement strategies that improve project bankability and competitive participation.

The course also examines international public-private partnerships market engagement practices, digital engagement tools, investment promotion techniques, risk communication, and commercially sensitive information management. Through practical exercises and global case studies, participants will learn how governments and public institutions can build credible project pipelines, reduce market uncertainty, strengthen investor confidence, improve bid quality, and create transparent and competitive public-private partnerships procurement environments. The programme is designed to support evidence-based decision-making, sustainable infrastructure development, value for money, and successful private-sector participation.

## Programme Curriculum

**Public-Private Partnerships Market Engagement Strategies Training Course**

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market engagement throughout the public-private partnerships project lifecycle. The course focuses on market sounding, investor engagement, private-sector consultation, stakeholder mapping, procurement strategy, market intelligence, transaction preparation, competitive dialogue, investor confidence, and transparent communication. Participants will develop the skills required to understand private-sector expectations, assess market appetite, identify potential investors and lenders, and structure engagement strategies that improve project bankability and competitive participation.

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**Course Objectives**

By the end of the course, participants will be able to:

1. Develop effective public-private partnerships market engagement strategies and frameworks.
2. Conduct structured market sounding and investor consultations.
3. Apply stakeholder mapping and engagement planning techniques.
4. Assess private-sector market appetite and investment capacity.
5. Strengthen public-private partnerships project bankability through market intelligence.
6. Design transparent investor communication and consultation processes.
7. Identify commercial, financial, legal, and technical market expectations.
8. Apply competitive dialogue and structured private-sector engagement.
9. Manage confidential and commercially sensitive market information.
10. Improve public-private partnerships procurement strategies using market feedback.
11. Build investor confidence through credible government engagement.
12. Apply international public-private partnerships market engagement best practices.
13. Develop measurable market engagement plans and performance indicators.

**Organizational Benefits**

- Improved private-sector participation and investor confidence.
- Better understanding of market capacity and investment appetite.
- Stronger public-private partnerships project preparation and bankability.
- More competitive and transparent procurement processes.
- Reduced market-related project risks.
- Improved stakeholder relationships and communication.
- Better quality of bids and unsolicited market feedback.
- Stronger institutional public-private partnerships capacity.
- Improved value-for-money outcomes.
- Enhanced infrastructure investment mobilization.

**Target Audiences**

1. Public-private partnerships unit professionals and infrastructure specialists.
2. Government policymakers and public-sector officials.
3. Procurement and contract management professionals.
4. Project finance and investment professionals.
5. Infrastructure development and investment advisors.
6. Legal, financial, and technical public-private partnerships advisors.
7. Development finance and multilateral institution professionals.
8. Private-sector investors, developers, and concessionaires.

**Course Duration:** 5 days

**Course Modules**

**Module 1: Foundations of Public-Private Partnerships Market Engagement**

- Principles and objectives of public-private partnerships market engagement.
- Public-private partnerships project lifecycle and engagement points.
- Market intelligence and investor expectations.
- Stakeholder identification and influence analysis.
- Global case study: United Kingdom public-private partnerships market engagement practices.
- Practical exercise: Developing a preliminary engagement framework.

**Module 2: Market Sounding and Market Intelligence**

- Purpose and techniques of structured market sounding.
- Designing investor questionnaires and consultation processes.
- Collecting and validating market intelligence.
- Assessing investor appetite, capacity, and constraints.
- Global case study: Australia infrastructure market sounding.
- Practical exercise: Preparing a market sounding plan.

**Module 3: Stakeholder Mapping and Engagement Planning**

- Government, investors, lenders, advisors, and community stakeholders.
- Stakeholder power, interest, and influence mapping.
- Engagement sequencing and communication channels.
- Stakeholder risk identification and mitigation.
- Global case study: Canada stakeholder engagement for infrastructure projects.
- Practical exercise: Creating a public-private partnerships stakeholder engagement matrix.

**Module 4: Investor Engagement and Confidence Building**

- Investor expectations and investment decision factors.
- Building government credibility and institutional confidence.
- Communicating project opportunities and risk allocation.
- Investor roadshows, consultations, and information sessions.
- Global case study: India infrastructure investor engagement.
- Practical exercise: Developing an investor engagement strategy.

**Module 5: Market Feedback and Public-Private Partnerships Project Structuring**

- Translating market feedback into project improvements.
- Commercial, financial, technical, and legal considerations.
- Risk allocation and private-sector expectations.
- Improving project bankability and value for money.
- Global case study: South Africa public-private partnerships project preparation.
- Practical exercise: Integrating market feedback into project structure.

**Module 6: Competitive Dialogue and Procurement Engagement**

- Principles of competitive dialogue and market consultation.
- Managing bidder interactions and clarification processes.
- Maintaining transparency, fairness, and competition.
- Managing commercially sensitive information.
- Global case study: European competitive dialogue practices.
- Practical exercise: Designing a compliant bidder engagement process.

**Module 7: Digital Market Engagement and Strategic Communication**

- Digital platforms for investor engagement and consultation.
- Data-driven market intelligence and engagement analytics.
- Public-private partnerships websites, virtual investor meetings, and digital data rooms.
- Strategic communication and investor information management.
- Global case study: Singapore digital infrastructure investment engagement.
- Practical exercise: Developing a digital public-private partnerships market engagement plan.

**Module 8: Market Engagement Strategy Implementation**

- Developing an integrated public-private partnerships market engagement roadmap.
- Engagement governance, responsibilities, and performance indicators.
- Monitoring investor responses and market changes.
- Continuous engagement, lessons learned, and improvement.
- Global case study: Colombia infrastructure public-private partnerships market engagement.
- Practical exercise: Preparing and presenting a complete market engagement strategy.

**Training Methodology**

- Instructor-led presentations and expert-led discussions.
- Interactive workshops and practical market engagement exercises.
- Global public-private partnerships case studies and comparative international analysis.
- Stakeholder mapping, market sounding, and investor engagement simulations.
- Group discussions, role plays, and scenario-based problem solving.
- Public-private partnerships project exercises using realistic infrastructure development scenarios.
- Peer learning, experience sharing, and facilitated knowledge exchange.
- Strategy development, presentations, feedback, and action planning.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|

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| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com