
Smart Cities and Government 4.0

22 – 26 August 2027
Sharm El-Sheikh





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Ref: 1713_5685 **Date:** 22 – 26 August 2027 **Location:** Sharm El-Sheikh **Fees:** 4000 GBP

Smart Cities and Government 4.0 is a 5-day senior leadership course delivered by Mars Training Centre UK in London, Dubai, Doha, Muscat, Amman, and Vienna, designed for senior public-sector executives, city leaders, and policymakers responsible for digital, data, and AI-enabled public services.

The next decade of public service will be shaped by sensor networks, AI-enabled decision support, citizen-centred digital services, and the data infrastructure that connects them. Some cities will modernise well; others will spend significant public money for limited public benefit. This programme is built for the senior public-sector leader who must own that work — strategically, politically, and ethically.

Across five focused days, you will sharpen your view of the smart city and Government 4.0 agenda. You will study what has worked across global cities and what has quietly failed, examine the governance, data, and ethics questions specific to public services, and leave with a personal roadmap for the digital agenda you sponsor.

The week moves from the smart city and Government 4.0 agenda, through strategy, investment and procurement, into data, AI and ethics in public services, then delivery, people and citizen engagement, closing with a personal action plan.

What You Will Learn

- Define the smart city and Government 4.0 agenda in clear policy terms.
- Evaluate smart-city and digital-government investment proposals critically.
- Apply structured frameworks for digital public service design.
- Govern data, AI, and surveillance technology used in public services.
- Lead the cultural and operating-model change inside a public-sector body.
- Engage citizens and communities in digital service design.
- Manage vendors and consortia in major public-sector technology programmes.
- Build a 12-month digital agenda for your city or department.

How You Will Benefit

You will leave with a working public-sector executive view of the smart-city and Government 4.0 agenda, the judgement to commission and govern it well, and a Mars Certificate of Completion.

Your organisation will gain a leader who can elevate the digital agenda from technology project to credible public-service improvement — and who can defend the choices made on behalf of citizens.



Who This Programme Is For

The programme is designed for permanent secretaries, director generals and senior civil servants, city mayors, deputy mayors and senior council executives, heads of digital, data and technology in public-sector bodies, heads of policy with significant digital agendas, directors of major public-service transformation programmes, senior officers in transport, utilities and infrastructure, senior leaders in regulators and arm's-length public bodies, and family-business principals partnering with governments on smart-city projects. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.