Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

TAXATION AND REVENUE

Taxpayer Education & Outreach Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Taxpayer Education & Outreach Training Course

Taxation and Revenue • 5 Days Intensive • Accredited Certification

Course Overview

Taxpayer Education & Outreach Training Course provides participants with a comprehensive understanding of how to design, implement, and evaluate effective programs that promote voluntary tax compliance through awareness and education.

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
29 Dec 2025 – 2 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
29 Dec 2025 – 2 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Taxpayer Education & Outreach Training Course

Introduction

Taxpayer Education & Outreach Training Course provides participants with a comprehensive understanding of how to design, implement, and evaluate effective programs that promote voluntary tax compliance through awareness and education. It explores key principles of strategic communication, behavioral insights, and public engagement to enhance taxpayers' understanding of their rights and obligations. Participants will learn how to identify target audiences, craft clear and inclusive messaging, and use various outreach channels—such as digital platforms, community programs, and media campaigns—to maximize engagement and impact. The course emphasizes the importance of building trust, transparency, and accountability between tax authorities and taxpayers. It also covers methods for assessing the effectiveness of education and outreach initiatives through feedback mechanisms, surveys, and performance indicators. Using case studies, interactive sessions, and practical exercises, participants will develop the skills to design impactful taxpayer education strategies that strengthen compliance culture, improve service delivery, and enhance the overall relationship between revenue authorities and the public.

Course Objectives

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

- Understand the principles and importance of taxpayer education.
- Identify target audiences and segment taxpayers for effective outreach.
- Develop educational campaigns that improve knowledge and compliance.
- Apply behavioural insights to influence taxpayer behaviour positively.

- Use multiple communication channels for outreach, including digital platforms.
- Design workshops, seminars, and informational materials for taxpayers.
- Monitor and evaluate the effectiveness of education and outreach programs.
- Integrate outreach initiatives into broader compliance strategies.
- Promote transparency, trust, and ethical tax behaviour.
- Respond effectively to taxpayer inquiries and feedback.
- Collaborate with stakeholders, including government agencies and partners.
- Adapt programs to changing regulations, technologies, and societal trends.
- Apply lessons learned from case studies to practical taxpayer education projects.

Target Audience

- Revenue Authority Education and Outreach Officers
- Tax Compliance and Policy Officers
- Tax Advisors and Consultants
- Accountants and Auditors
- Finance and Legal Professionals
- Customer Service and Public Relations Officers
- Policy Makers and Government Officials
- Development Partners and NGOs involved in taxpayer awareness

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Taxpayer Education

- Importance of taxpayer education and outreach
- Principles of adult learning and behavioural change
- Objectives of education programs
- Understanding taxpayer needs and challenges
- Case Study: Impact of taxpayer education on compliance rates

Module 2: Audience Segmentation & Needs Analysis

- Identifying taxpayer categories and risk profiles
- Understanding literacy, culture, and economic factors
- Prioritizing target groups for outreach
- Conducting surveys and focus groups
- Case Study: Designing programs for small businesses

Module 3: Outreach Program Design

- Developing content and learning materials
- Designing workshops, seminars, and e-learning programs
- Storytelling and messaging for engagement
- Aligning outreach with compliance objectives
- Case Study: National taxpayer awareness campaign

Module 4: Communication Channels & Tools

- Traditional and digital communication methods
- Social media, websites, SMS, and mobile applications
- Email campaigns and newsletters
- Public relations and community events
- Case Study: Multi-channel outreach strategy

Module 5: Behavioural Insights & Compliance

- Applying behavioural economics to influence taxpayer behaviour
- Nudges and incentives for voluntary compliance
- Identifying barriers to compliance

- Tailoring interventions to specific taxpayer segments
- Case Study: Behavioural approach to increasing filing rates

Module 6: Monitoring & Evaluation

- Measuring outreach effectiveness and impact
- Key performance indicators (KPIs) for education programs
- Feedback collection and analysis
- Reporting results and making improvements
- Case Study: Evaluating a taxpayer education initiative

Module 7: Stakeholder Collaboration

- Working with government agencies, NGOs, and community groups
- Partnerships for resource mobilization and wider reach
- Sharing knowledge and best practices
- Managing expectations and responsibilities
- Case Study: Collaborative outreach project

Module 8: Emerging Trends & Best Practices

- Digital transformation in taxpayer education
- Global best practices and success stories
- Continuous improvement and innovation
- Preparing for future challenges in taxpayer engagement
- Case Study: Implementing AI and e-learning in tax education

Training Methodology

- Instructor-led interactive lectures
- Hands-on exercises in program design and delivery
- Case studies and scenario-based simulations
- Group discussions and peer learning
- Role-playing exercises in outreach and communication
- Access to templates, outreach materials, and evaluation tools

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

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 DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/taxpayer-education-outreach-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.