



Sales, Marketing and Customer Service

Diplomacy and International Relations

Course Introduction

In an increasingly interconnected world, the landscape of international diplomacy is evolving at a rapid pace. The traditional tools of statecraft are now complemented by new strategies and methodologies that emphasize the importance of soft power, digital engagement, and cross-cultural communication.

This comprehensive training program is designed to equip participants with the essential skills and knowledge needed to navigate this dynamic environment effectively.

Participants will also delve into the nuances of modern diplomatic practices, exploring the interplay between different forms of power, the impact of media and communication, and the roles of science and digital diplomacy.

Through interactive sessions and practical exercises, this program aims to enhance the participants' ability to represent their nations with confidence and finesse on the global stage.

Target Audience

- Project Officers
- public relations

Learning Objectives

- Identify key trends and changes in contemporary diplomacy.
- Understand the concept of national branding.
- Discuss how soft power influences a country's brand on the global stage.
- Evaluate the effects of proactive diplomatic actions on a nation's reputation.
- Identify best practices and strategies for effective diplomacy.
- Identify different types of diplomatic documents (e.g., notes verbales, memoranda, aides memoires).

- Understand the formal language and stylistic conventions used in diplomatic writing.
- Develop skills in drafting memoranda that effectively address diplomatic incidents.
- Identify the functions and responsibilities of press departments in diplomatic missions.
- Analyze the nuances of messaging in diplomatic communications.
- Learn techniques for writing effective press releases.
- Practice strategies for managing media interactions.
- Gain experience in conducting interviews in various formats.
- Understand how science and technology initiatives can be leveraged in diplomacy.
- Identify opportunities for fostering science diplomacy in universities and laboratories.
- Explore strategies for using digital platforms to improve a country's international image.
- Discuss potential security risks and mitigation strategies related to digital diplomacy.
- Develop criteria for assessing the impact of these initiatives on diplomatic goals.
- Examine case studies where diplomacy has positively or negatively affected a country's image.
- Discuss strategies for using diplomacy to attract tourists.
- Learn about place branding and how it can be integrated into diplomatic efforts.
- Explore how diplomacy can be used to boost a country's economic interests.

Course Outline

• 01 Day one

The Evolving Landscape of International Diplomacy

- The evolving landscape of international diplomacy
- The interplay between hard, soft, and sharp power
- The connection between soft power and national branding
- The impact of the Diplomacy of Deeds on national reputation
- Insights for diplomatic practice

• 02 Day Two

Effective Diplomatic Communication in English

- Key forms of diplomatic written communication
- The role of notes verbales, memoranda, and aides memoires
- English language protocols in diplomatic contexts
- Using memoranda to address critical incidents between states
- Practical exercise: Writing a note verbale or memorandum in English

• 03 Day Three

Navigating International Media Relations

- Roles of the Embassy and Foreign Affairs press departments
- Implicit and explicit elements in diplomatic media communications
- Crafting press releases for local and international audiences
- Handling press and media inquiries
- Managing interviews online and in-person
- Aligning local media responses with foreign policy

• 04 Day Four

Science Diplomacy and Digital Diplomacy

- The roles of science diplomacy and digital diplomacy in diplomatic missions
- Evaluating and promoting science diplomacy in academic and research settings
- Enhancing national image through digital diplomacy
- Addressing security issues in digital diplomacy
- Evaluating the effectiveness of science and digital diplomacy initiatives

• 05 Day Five

Diplomacy and National Reputation

- How diplomacy can enhance or harm national and political images
- Diplomatic initiatives that promote tourism
- The significance of place branding and its strategic use
- Encouraging exports and foreign investment through diplomatic efforts

- The role of defense diplomacy in bolstering national image

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	4950.00 \$	Netherlands - Amsterdam
Oct. 19, 2025	Oct. 23, 2025	5 days	4250.00 \$	KSA - Riyadh