BLACKBIRD FOR TRAINING

Media Leadership in Political and Diplomatic Communication within International Organizations

5 – 9 April 2027
Bangkok (Thailand)



Media Leadership in Political and Diplomatic Communication within International Organizations

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Introduction

In today's interconnected and rapidly changing world, political and diplomatic communication has become a strategic tool for building influence, managing reputation, and strengthening international relations. The role of media extends far beyond news dissemination — it shapes public perception, influences policymaking, and supports institutional and diplomatic strategies on the global stage.

This intensive course, "Media Leadership in Political and Diplomatic Communication within International Organizations," provides participants with a comprehensive understanding of media leadership, communication tools, and public diplomacy. It focuses on how to effectively utilize media to enhance soft power and manage institutional and international reputation.

Participants will gain the knowledge and practical skills necessary to navigate political and diplomatic communication successfully — whether they work in government institutions, international organizations, or multinational corporations.

Course Objectives

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

- Understand the role of political and diplomatic communication in strengthening international influence and building institutional trust.
- Develop media leadership skills for managing teams and communication operations within international organizations.
- Analyze the interconnection between media, public diplomacy, and soft power.
- Gain practical experience in designing and implementing communication strategies that support political and diplomatic goals.
- Manage institutional reputation across digital platforms and traditional media.
- Improve cross-cultural communication and crisis management skills in diplomatic contexts.
- Identify and apply global best practices in political and diplomatic communication.



Course Outlines

Day 1: Introduction to Political and Diplomatic Communication

- Definition and roles of political and diplomatic communication in international organizations.
- Evolution of political and diplomatic media from traditional to digital platforms.
- The role of soft power in international communication.
- Case studies on the successful use of media in international diplomacy.

Day 2: Media Leadership and Team Management

- Developing leadership skills in political and media contexts.
- Managing communication teams within international organizations.
- Strategic planning for media and diplomatic campaigns.
- Coordination between traditional and digital media to achieve institutional goals.

Day 3: Public Diplomacy and International Media Relations

- Tools of political and diplomatic communication: press releases, conferences, and social media.
- Crafting impactful international communication messages.
- Engaging effectively with international media and diplomatic institutions.
- Negotiation and non-verbal communication skills in media diplomacy.

Day 4: Reputation and Crisis Management

- Strategies for building and managing national and international reputation.
- Managing media and diplomatic crises effectively.
- Utilizing technology and digital platforms to support diplomatic initiatives.
- Practical analysis of global media crises and response strategies.

Day 5: Practical Projects and Final Assessment

- Developing a strategic media plan to support political or diplomatic objectives for an international organization.
- Presentation of projects and recommendations.
- Extracting lessons learned and evaluating acquired competencies.



Why Attend this Course: Wins & Losses!

- Gain advanced leadership and communication skills to manage media teams in political and diplomatic environments.
- Strengthen your ability to influence international public opinion and support institutional decision-making.
- Learn effective strategies for managing reputation and communication crises.
- Understand the relationship between media, soft power, and public diplomacy.
- Acquire practical knowledge applicable to international organizations, government bodies, and multinational corporations.

Conclusion

The Media Leadership in Political and Diplomatic Communication within International Organizations course equips you with practical tools and strategic insights to manage political and diplomatic media effectively. You will learn how to enhance institutional reputation, strengthen international influence, and lead media teams within complex, multicultural environments.

