

Contemporary Public Diplomacy

Amsterdam (Netherlands)

8 - 12 March 2027

UK Training

PARTNER



Contemporary Public Diplomacy

Code: PR32 From: 8 - 12 March 2027 City: Amsterdam (Netherlands) Fees: 5200 Pound

Introduction

In today's interconnected and rapidly changing world, Contemporary Public Diplomacy has become a vital tool for shaping national images, enhancing influence, and managing relations with global audiences. Public diplomacy is no longer limited to government-to-government channels; it now includes media, multinational corporations, cultural institutions, and even individual influencers who play significant roles in international communication.

This program is designed for executives, team leaders, and professionals across government and private institutions in the Middle East and North Africa. It equips participants with practical skills and analytical tools to understand the transformations in international relations, the rise of soft power, and the use of modern communication strategies. Participants will gain the ability to manage reputation, handle crises, and strengthen international cooperation in alignment with institutional and national objectives.

Course Objectives

- Understand the fundamental concepts of contemporary public diplomacy.
- Analyze the role of communication and media in shaping international perceptions.
- Explore modern tools for cultural and media outreach.
- Apply strategies to enhance soft power and influence.
- Study global and regional best practices in public diplomacy.
- Develop the ability to manage reputation and influence public opinion.
- Strengthen strategic planning skills in the context of international relations.
- Leverage technology and digital platforms to support public diplomacy efforts.

Course Outlines

Day 1: Introduction to Contemporary Public Diplomacy

- Defining public diplomacy and its role in the 21st century.
- The evolution from traditional to contemporary public diplomacy.
- The relationship between soft power and foreign policy.
- Distinguishing public diplomacy from traditional diplomacy.
- Roles of government and non-governmental actors.
- Group activity: Case study analysis of a country that successfully used public diplomacy.

Day 2: Media and Communication Tools in Public Diplomacy

- The role of traditional and digital media in external communication.
- The influence of social media networks on shaping perceptions.
- Techniques for targeting and tailoring messages to international audiences.
- Measuring the effectiveness of public diplomacy campaigns.
- Managing media crises from a diplomatic perspective.

The logo for UK Training Partner features the text 'UK Training' in a small, black, sans-serif font above the word 'PARTNER' in a large, bold, black, sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- Practical exercise: Designing a media campaign to improve a country's or institution's image.

Day 3: Cultural Diplomacy, Education, and Exchange

- Culture as a driver of international influence.
- Educational and academic exchange as long-term relationship building.
- The impact of cultural and artistic initiatives on public opinion.
- Academic cooperation and research as part of soft power.
- Examples of successful cultural diplomacy initiatives worldwide.
- Group task: Designing a cultural initiative to strengthen international relations.

Day 4: Reputation Management and Digital Diplomacy

- Understanding national and institutional reputation.
- Strategies for managing reputation in the digital era.
- The role of technology in modern diplomacy.
- Tackling misinformation and disinformation.
- Integrating digital diplomacy into broader soft power strategies.
- Simulation: Crisis reputation management on digital platforms.

Day 5: Practical Applications, Case Studies, and Evaluation

- Recap of key concepts and tools.
- Case studies from the Middle East and international contexts.
- Discussion of future trends in public diplomacy.
- Final group project: Designing a comprehensive public diplomacy strategy for a country or institution.
- Presentations and peer feedback.
- Final assessment and key takeaways.

Why Attend This Course: Wins & Losses!

- Gain specialized knowledge in contemporary public diplomacy.
- Acquire practical skills applicable in government and private institutions.
- Understand the link between media, culture, and foreign policy.
- Strengthen capabilities in reputation management and soft power.
- Learn from international and regional success stories.
- Improve leadership and strategic planning skills.
- Support institutional objectives through innovative communication tools.
- Expand professional networks across diplomacy, media, and international relations.

Conclusion

Contemporary Public Diplomacy is at the heart of modern international relations, combining media, culture, education, and technology to influence global perceptions and build long-term relationships. This program blends theory with practice, enabling participants to design strategies that enhance reputation, strengthen cooperation, and support institutional goals.

Through case studies, interactive activities, and practical projects, participants will gain the knowledge and skills to

The logo for UK Training Partner, featuring the text 'UK Training' in a smaller font above the word 'PARTNER' in a large, bold, black font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver.



apply public diplomacy tools effectively in their professional and organizational contexts.

A graphic of a chessboard with alternating light and dark squares, receding into the distance. Three chess pieces are visible: a silver pawn, a silver knight, and a gold king. Concentric circles emanate from behind the king piece.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 WS Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding), Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training