

Media Leadership in Political and Diplomatic  
Communication within International Organizations

*Lisbon (Portugal)*

*4 - 8 June 2026*

UK Training

**PARTNER**



## Media Leadership in Political and Diplomatic Communication within International Organizations

Code: PR32 From: 4 - 8 June 2026 City: Lisbon (Portugal) Fees: 5200 Pound

### 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

The logo for UK Training Partner features the text 'UK Training' in a smaller, 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, and a pawn) and concentric circles radiating from behind the pieces.

- 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.

# Blackbird Training Cities

## EUROPE



Malaga (Spain)



Sarajevo (BiH)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



Rotterdam



Bruges (Belgium)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)  
(Switzerland)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)

UK Training  
**PARTNER**

## Blackbird Training Cities

### USA & CANADA



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Malé (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)



Phuket (Thailand)



Shanghai (China)



Abu Dhabi (UAE)



Dammam (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)  
(Indonesia)



Kuwait City (Kuwait)



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta



UK Training  
**PARTNER**

Amman (Jordan)

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



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