



Diplomacy and International Relations

15 - 19 Jun 2025
Sharm El-Sheikh (Egypt)



Diplomacy and International Relations

Ref.: 15387_298441 **Date:** 15 - 19 Jun 2025 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 3500 Euro

Introduction

The role of a diplomat and diplomatic missions must change to reflect how diplomacy is evolving in a global context. Diplomatic missions are increasingly dealing with a larger range of organizations, from international non-governmental organizations to pressure groups to what is known as "citizen diplomacy," or people and small groups advocating for particular interests.

Foreign service officers and diplomats are also focusing on new fields of study, such as scientific diplomacy, digital diplomacy, and, most importantly, soft power diplomacy and country branding. Diplomacy and International Relations focuses on the more recent growth of soft power, scientific and defense diplomacy, and digital diplomacy as major topics in international relations in a global economy, in addition to more conventional areas of etiquette, diplomacy, and statecraft.

Targeted Groups

This training program is intended for representatives of the foreign service, as well as for employees of diplomatic missions and students of diplomacy. It will be very fascinating to:

- Personnel working at diplomatic missions abroad
- Members of the ministry of foreign affairs and civil servants
- Foreign-policy-focused journalists and diplomatic reporters
- Foreign policy and diplomacy students, as well as those aspiring to work for the diplomatic service

Course Objectives

After completing this program, you'll learn how to:

- Advance national interest via science and digital diplomacy and improve English-language international diplomacy performance
- Control interviews with and for foreign media
- Create soft power activities both domestically and abroad to boost nation branding
- Control interactions with NGOs, special interest groups, and other organizations that have an effect on diplomatic affairs

Course Outline

Unit 1: How International Diplomacy Is Changing

- The evolving nature of global diplomacy
- The interaction of acute, gentle, and hard power
- The connection between country brand and soft power
- The effect of diplomacy on a country's reputation
- Lessons for practicing diplomacy

Unit 2: How to Speak Diplomatically in English the main forms of written diplomatic communication

- The purpose of verbatim notes, memos, and memoranda
- Protocols for diplomatic communication in English
- Addressing a crucial occurrence between nations through memos
- Practice composing a verbal note or a memo in English.

Unit 3: Managing Global Media

- The duties of the press office for the embassy and foreign affairs
- The spoken and unspoken in diplomatic media exchanges
- Creating a press release to clarify foreign and domestic policies for local and global media
- answering questions from the press and media
- Managing a face-to-face or online interview
- coordinating local media coverage with international relations doctrine and practice

Unit 4: Digital and Science Diplomacy

- Science diplomacy and digital diplomacy's function in diplomatic missions
- How to evaluate and promote scientific diplomacy at academic institutions and research facilities
- How to utilize digital diplomacy to improve your country's image
- Issues with security and digital diplomacy
- Analyze the impact of scientific and digital diplomacy projects.

Unit 5: International Reputation and Diplomacy

- How diplomacy may affect the political and national image
- How diplomatic efforts can boost tourism
- The value of location branding and how to use it
- How diplomatic actions may promote exports and foreign direct investment
- The contribution of defense diplomacy to raising national perception



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Diplomacy and International Relations**

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