



COMMUNICATIONS

**Issue & Crisis
Management**

**Public
Diplomacy**

**Training &
Consultancy**

Public Diplomacy Training (Embassies in UK)

Number of delegates per session:	8 maximum
Pre-requisite training required:	None
Instructional time required:	8 hours
Resources provided by CB3:	1 x Instructor ¹ , laptop, exercise materials, handouts
Resources required by CB3:	Delegate details ² – name, role, general issues of media interest. 1 x room (with laptop compatible projector and screen/large plasma screen)

Example programme for session:

0900 – 1015	Overview of Public Diplomacy ³ KLPs ⁴ : Definitions, Strategic communication, Public affairs, National broadcasting, New (digital) media, Digital diplomacy, Soft Power, Nation branding, Current themes, Cultural diplomacy, Dialogical Engagement
1015 – 1100	The Information Environment KLPs: Attention and credibility, Newsworthiness & news values, Tyranny of real-time, Power structures, Current issues, Technology, Socio-cultural trends
1100 – 1145	The International Media KLPs: Contemporary information environment, Sourcing, Influence, Ownership
1145 – 1230	The UK Media ¹ KLPs: Democratic role, Free speech, Professionalism, Plurality, Management, Supporting institutions, Commercial aspects, The Main Players, Digital convergence, Media regulations, Public opinion
1330 - 1430	The Influence of Public Relations KLPs: UK PR practice, Using agencies, Framing, Narrative, Stereotypes, PRO engagement
1430 - 1545	National analysis exercise
1545 – 1630	Message construction KLPs: Cultural web analysis, National themes, Considerations, Publics analysis, Construction, Message strategy, Persuasion, Group psychology
1630 – 1700	Course review and close

- Notes:
1. In addition, a guest lecturer – a respected member of the UK's media - will also give one lecture.
 2. Delegate details required 1 week prior to training session, to be provided in accordance with CB3 Training Requirement Questionnaire.
 3. Case studies and practical exercises will be used throughout the training.
 4. KLP refers to Key Learning Point.