



COMMUNICATIONS

**Issue & Crisis
Management**

**Public
Diplomacy**

**Training &
Consultancy**

Public Diplomacy Training - UK Staff Abroad

Number of delegates per session:	8 maximum
Pre-requisite training required:	None
Instructional time required:	16 hours (2 Days)
Resources provided by CB3:	2 x Instructors ¹ , laptop, exercise materials, handouts
Resources required by CB3:	Delegate details ² – name, role, location of work. 1 x room (with laptop compatible projector and screen/large plasma screen)
Example programme for session:	

Day 1

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 Local Media ¹ KLPs: Local information environment, Professionalism, Plurality, Management, Supporting institutions, Commercial aspects, The Main Players, Digital convergence, Media regulations, Public opinion
1330 - 1430	Working with other Agencies KLPs: The Military, Information Operations, NGOs, Advocacy, Multi-national environments, Local authorities
1430 – 1515	Analytical tools KLPs: Cultural web analysis, Strategic analysis, Stakeholder mapping, Power-Interest matrix, Boundary spanning, PESTEL, SWOT
1515 – 1630	Environmental analysis exercise
1630 – 1700	Case studies ((dependent on location of activity)

Public Diplomacy Training - UK Staff Abroad (continued)

Day 2

0900 – 1000	PD Channels
	KLPs: Electronic/Online, Seminars/forums, Mass media, Displays/posters, Printed material, Pamphlets, Entertainment, Exhibitions/Open days, Lobbying, Word of Mouth/Click, Digital convergence, Social networks
1000 – 1100	Message construction
	KLPs: Cultural web analysis, Local themes, Considerations, Publics analysis, Construction, Message strategy, Persuasion, Group psychology
1100 – 1145	Media Campaign Planning
	KLPs: Message House, Strategy, Monitoring & Evaluation, Publics analysis, Resources, 10-step method
1145 – 1230	Local analysis exercise
1330 – 1430	Crisis Management
	KLPs: Strategic options, Accuracy & consistency, 3 Fs, 5Cs, 3 Ps, Real-time tyranny, Holding statements, Media policy, Information priorities, Liability issues, Management chains
1430 -1515	Current issues (dependent on location of activity)
1515 - 1630	Media campaign exercise
1630 – 1700	Course review and close

Notes:

1. One instructor will be an expert on the local information environment. In addition, a guest lecturer – a respected member of the Local 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.