



*Training Course:
Public Relations in Diplomatic Work*

*18 - 22 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Public Relations in Diplomatic Work

Training Course code: SC236018 From: 18 - 22 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

Introduction

This program, designed by Global Horizon Training Center, focuses on the specialized skills and knowledge required to manage public relations PR effectively within a diplomatic context. It provides participants with the tools to promote a positive image of their mission or government, navigate complex diplomatic environments, and build trust with diverse stakeholders.

Objectives

By the end of this program, participants will be able to:

- Understand the unique role of PR in diplomatic contexts.
- Develop and implement strategic PR plans for diplomatic missions.
- Manage media relations and shape public perception effectively.
- Communicate with cultural sensitivity and political awareness.
- Address crises and challenges in diplomatic PR.

Organizational Impact

- Strengthen the credibility and image of diplomatic missions.
- Enhance the effectiveness of communication with stakeholders and media.
- Build cross-cultural understanding and trust.
- Improve crisis preparedness and response strategies.
- Support national interests through strategic PR efforts.

Target Audience

- Diplomats and embassy staff.
- Public affairs and communication officers.
- Government spokespersons and press attachés.
- Professionals involved in international relations and external communication.
- Anyone supporting diplomatic initiatives or representing government interests abroad.

Training Program Outline

Day 1: Foundations of Public Relations in Diplomacy

- Defining PR in diplomatic work: objectives and challenges.
- The role of PR in promoting national interests and soft power.
- Stakeholder mapping: internal and external audiences.
- Ethical considerations and cultural sensitivities.
- Group discussion: comparing PR in corporate and diplomatic contexts.

Day 2: Strategic PR Planning for Diplomatic Missions

- Elements of a PR strategy: objectives, messaging, and audience segmentation.
- Aligning PR activities with mission goals and government policies.
- Developing a communication plan: channels, timing, and content.
- Incorporating cultural diplomacy and public diplomacy efforts.
- Activity: drafting a mini PR plan for a sample diplomatic event.

Day 3: Media Relations and Engagement

- Understanding the media landscape in host countries.
- Building relationships with journalists and media outlets.

- Preparing press releases, briefings, and talking points.
- Conducting effective interviews and managing press conferences.
- Role play: simulating a press briefing for a diplomatic announcement.

Day 4: Public Speaking and Cross-Cultural Communication

- Enhancing presentation and public speaking skills.
- Tailoring messages for cross-cultural audiences.
- Building trust and credibility in diplomatic communication.
- Managing language barriers and cultural misunderstandings.
- Activity: preparing and delivering a short diplomatic speech.

Day 5: Crisis Communication and Reputation Management

- Principles of crisis communication in diplomatic contexts.
- Developing a crisis communication plan and spokesperson protocols.
- Managing misinformation and public perception during crises.
- Case studies of diplomatic PR crises and lessons learned.
- Wrap-up: creating an action plan for diplomatic PR effectiveness.

Registration form on the Training Course: Public Relations in Diplomatic Work

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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