



# استكشاف تأثير الدبلوماسية العامة المعاصرة في العالم العربي

**Duration:** 5 Days

**Language:** ar

**Course Code:** PM2 - 125

## Objective

:By participating in this training, learners will

- Understand the key ideas and goals behind public diplomacy
- Discuss the role of people, media, and culture in shaping global relationships
- Design communication strategies that engage public audiences
- Use social media and online tools to support diplomatic messages
- Build partnerships with local and international stakeholders
- Organize public diplomacy events that connect and inspire
- Apply national branding techniques to improve a country's image
- Measure the success and reach of public diplomacy efforts

## Audience

This course is for professionals who want to build stronger public connections and support international dialogue. It's ideal for

- Diplomats and public officials
- Communication and PR specialists

- .NGO and development workers
- .Marketing and branding professionals
- .Journalists and media consultants
- .Anyone involved in global outreach or public affairs

## Training Methodology

This course is interactive and practical. Participants will take part in group discussions, real-world case studies, hands-on exercises, role-plays, and media analysis. Trainers will guide learners through step-by-step strategies, helping them apply each concept to their work. Peer learning and feedback are key parts of the process

## Summary

In today's fast-changing world, diplomacy is no longer limited to closed rooms or political leaders. It's now about connecting directly with people, sharing stories that matter, and building trust across borders. Contemporary public diplomacy helps governments, organizations, and professionals communicate clearly, build relationships, and create positive impact

This course focuses on practical skills. You'll learn how to use digital tools, design creative campaigns, and connect with different audiences—from citizens to international partners. It also explores how a country's image can affect trade, tourism, and global influence. By the end of the course, you'll have real strategies to use in your field and the confidence to lead public communication efforts with purpose and clarity

## Course Content & Outline

### ?Section 1: What is Public Diplomacy

- .Defining public diplomacy and its purpose today
- .The shift from traditional to people-focused diplomacy
- .Real examples of public diplomacy in different countries
- .Essential communication and listening skills

## **Section 2: The Role of Technology in Modern Diplomacy**

- .How the internet has changed diplomatic communication
- .Benefits and risks of digital diplomacy
- .Tools for virtual outreach: social media, blogs, digital platforms
- .Creating content that builds trust and visibility

## **Section 3: Connecting with People and Partners**

- .Understanding different types of stakeholders
- .How to map potential partners and allies
- .Building lasting relationships with organizations and influencers
- .Communication techniques for diverse audiences

## **Section 4: Planning Public Diplomacy Campaigns**

- .The value of campaigns in shaping public opinion
- .Step-by-step process for planning a campaign
- .Event planning: from local talks to global events
- .Working with media, agencies, and cultural institutions

## **Section 5: National Branding and Global Image**

- .What makes a strong national brand
- .Promoting positive narratives about your country
- .Strategies to attract tourism, investment, and support
- .Tools to measure image perception and campaign results
- .Lessons from successful branding case studies

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

خدمة العملاء والعلاقات العامة، الحكومة والمنظمات غير الحكومية، الإعلام والتسويق

## Related Articles



### ما هي أهمية التعاطف في القيادة؟

في عالم القيادة الحديث، يتزايد الاهتمام بأهمية صفات القائد، ومن بين هذه الصفات الرئيسية تبرز بشكل لافت صفة التعاطف. فالتعاطف لا يقتصر على مجرد مظهر إنساني، بل يمتد ليكون أحد العوامل الحيوية في تحقيق القيادة الفعالة.