Garnet
Garnet Global Training Center

GGT-GV-105

Diplomacy, International Relations & Policy

Public Diplomacy & Soft Power

الدبلوماسية العامة والقوة الناعمة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Public Diplomacy & Soft Power practise the methods, tools and standards they need to perform reliably and solve problems on the job. Programs for diplomats, government officials and organisations working across borders. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Public Diplomacy & Soft Power to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Diplomats, international relations officers, policy advisers and government liaison staff. Practitioners with one to five years of experience benefit most.

Key topics

- Diplomatic practice
- International law basics
- Negotiation and mediation
- Economic diplomacy
- Protocol and communication
- Case studies

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Public Diplomacy & Soft Power: principles and standards

- Negotiation and mediation
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Economic diplomacy
- Protocol and communication

Day 3 Diagnosis and problem solving

- Case studies
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- Diplomatic practice
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- International law basics
- Checklists and templates to take away

10-day outline

Day 1 Public Diplomacy & Soft Power: principles and standards

- Negotiation and mediation
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Economic diplomacy
- Protocol and communication

Day 3 Diagnosis and problem solving

- Case studies
- Common mistakes and how to avoid them

Day 4 Quality, safety and documentation

- Diplomatic practice
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- International law basics
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Measurement and reporting

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
10–21 May 2027	10-day classroom	London	English	8,950
12–16 Jul 2027	5-day online	Live online	Arabic	2,950
15–19 Aug 2027	5-day classroom	Cairo	Arabic	4,750
20–24 Dec 2027	5-day classroom	Amsterdam	English	4,750
10–14 Jan 2028	5-day classroom	Vienna	English	4,750
21–25 Aug 2028	5-day classroom	Istanbul	English	4,750
11–22 Sep 2028	10-day online	Live online	Arabic	5,450
6–17 Nov 2028	10-day classroom	Paris	English	8,950
19–23 Mar 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
18–22 Jun 2029	5-day classroom	Paris	English	4,750
20–24 Aug 2029	5-day classroom	Abu Dhabi	Arabic	4,750
12–23 Nov 2029	10-day classroom	London	English	8,950
3–14 Feb 2030	10-day classroom	Kuwait City	English	8,950
10–21 Jun 2030	10-day online	Live online	English	5,450
2–6 Sep 2030	5-day classroom	Paris	English	4,750
7–11 Oct 2030	5-day classroom	London	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/