

# International Protocol & Diplomacy Certification Course

Media & Public Relations  
Madrid (Spain)  
25 Aug - 05 Sep 2025

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## International Protocol & Diplomacy Certification Course

**Ref:** 321659\_143153 **Date:** 25 Aug - 05 Sep 2025 **Location:** Madrid (Spain) **Fees:** 7400 Euro

### Course Description

This intensive 10-day certification course provides comprehensive training in international protocol and diplomacy. Participants will gain in-depth knowledge of diplomatic practices, cross-cultural communication, and global etiquette. The course covers essential skills for navigating complex international relations and excelling in diplomatic roles.

### Learning Objectives

- Master the fundamentals of international protocol and diplomatic etiquette
- Develop cross-cultural communication and negotiation skills
- Understand the nuances of global business and political etiquette
- Learn to organize and manage high-level international events
- Gain proficiency in conflict resolution and crisis management

### Course Modules

#### Day 1: Introduction to International Protocol and Diplomacy

- History and evolution of diplomacy
- Importance of protocol in international relations
- Key principles of diplomatic etiquette
- Role of a diplomat in the modern world

#### Day 2: Cross-Cultural Communication

- Understanding cultural dimensions
- Verbal and non-verbal communication across cultures
- Overcoming language barriers
- Building rapport in multicultural settings

#### Day 3: Diplomatic Correspondence and Documentation

- Types of diplomatic communications
- Drafting diplomatic notes and memoranda
- Protocol for official correspondence
- Digital diplomacy and social media etiquette

#### Day 4: International Negotiation Techniques

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- Principles of effective negotiation
- Strategies for multilateral negotiations
- Conflict resolution in diplomatic settings
- Case studies of successful international negotiations

### **Day 5: Protocol for International Meetings and Conferences**

- Planning and organizing high-level meetings
- Seating arrangements and precedence
- Flag protocol and national anthems
- Managing VIP visits and delegations

### **Day 6: Diplomatic Receptions and Social Events**

- Types of diplomatic functions
- Invitation protocols and RSVP etiquette
- Hosting and attending official events
- Dining etiquette and table manners

### **Day 7: Business Protocol in International Relations**

- Corporate diplomacy and stakeholder management
- International business etiquette
- Gift-giving customs across cultures
- Protocol for trade missions and delegations

### **Day 8: Crisis Management and Public Diplomacy**

- Principles of crisis communication
- Managing diplomatic incidents
- Media relations and press conferences
- Strategies for effective public diplomacy

### **Day 9: Protocol for State and Official Visits**

- Planning state visits and official tours
- Airport and arrival protocols
- Organizing official programs and itineraries
- Security considerations for high-profile visits

### **Day 10: Future Trends in Diplomacy and International Relations**

- Impact of technology on diplomatic practices
- Environmental diplomacy and sustainable development
- Emerging challenges in international relations
- Career paths in diplomacy and protocol

A decorative graphic in the bottom right corner featuring a chessboard with several chess pieces (a king, queen, and pawns) and concentric circles radiating from behind them.

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## Practical Wins for Participants

- Ability to confidently navigate complex international protocols
- Enhanced cross-cultural communication and negotiation skills
- Proficiency in organizing high-level diplomatic events and meetings
- Improved crisis management and public relations capabilities

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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