Our multi-disciplinary and solution-driven courses for today’s public diplomats and international communication professionals can be packaged into a customized program to meet an organization’s specific needs. Faculty hail from internationally renowned universities and organizations in public diplomacy, communications, journalism and more.
DATA-DRIVEN PUBLIC DIPLOMACY: FOUNDATIONS AND METHODS
A review of evaluation approaches, methods, tools and models for the PD practitioner, including common quantitative and qualitative methods that can be integrated into formative and back-end evaluations of PD campaigns.

PUTTING DATA TO WORK IN PUBLIC DIPLOMACY STRATEGY AND PLANNING
An introduction to the overarching framework for PD strategy and program planning, with an emphasis on driving strategic insights from research and data for better planning, and implementing fact-based storytelling.

DIGITAL TOOLS AND REAL-TIME ANALYTICS
A hands-on, collaborative learning experience where participants will analyze world events in real-time using marketing, cloud-based programs and social platforms.

HOW TO USE SECONDARY DATA FOR EVALUATION AND IMPACT
An overview on how to discover and mine secondary data, the most cost-effective way to build a robust evaluation protocol for PD projects and campaigns.

CROWDSOURCING IN PUBLIC DIPLOMACY
How to leverage the collective intelligence of an online community to solve a problem. The course introduces distinct crowdsourcing approaches and best practices for implementation for public diplomacy.

DIGITAL INSIGHTS AND AI FOR PUBLIC DIPLOMACY CAMPAIGNS
How can analytics and evaluation increase the effectiveness and reach of your project? Participants will submit real-world campaigns and will use enterprise programs to engage in hands-on, real-time analysis.

INFORMATION ARCHITECTURE BASICS
A demonstration of how to use modern web technologies to present your content in an engaging way, including cutting-edge interactive and visual tools.

MEASURING THE IMPACT OF CROSS-CULTURAL EXCHANGES
An examination of a range of cultural exchange programs through evaluation protocol, challenges and opportunities for data and analysis, and how the findings assist in shaping a compelling story for politicians, funders and the public.
**PD LEADERSHIP & CREATIVITY**

- **PUBLIC DIPLOMACY HACKATHON**
  A collaborative and creative problem-solving group workshop where participants will be assigned a topic and determine the best strategies toward human-centered solutions.

- **STRATEGIC DECISION-MAKING IN PROGRAM MANAGEMENT**
  An analysis of key drivers for successful communication based on research techniques, including surveys, content evaluation and social media. Participants will discuss selection of evaluation tools and media resources.

- **HOW TO COMMISSION RESEARCH**
  A discussion on accessing outside sources; evaluating the best firm for the campaign/population/region; and collaborating with partners on such issues as intellectual property, sharing of data sets and scholarly use.

- **CREATIVITY, INNOVATION AND LEADERSHIP**
  Demonstrated by a live jazz quartet, a unique application of jazz performance principles: mastery of skills, delegation of authority, defining one’s role, and the art of improvisation, all of which are foundational to leadership.

- **MOVEMENT AS INFORMATION: DANCE AND THE POWER OF PHYSICAL COMMUNICATION FOR PUBLIC DIPLOMACY**
  A demonstration of the power of non-verbal communication to foster global collaboration, construct shared values and stimulate community-building in support of vulnerable or marginalized populations.

- **CAMPAIGN WORKSHOP SESSION**
  A collaborative group workshop to present a campaign idea using the framework provided, which includes attention to stakeholders and influencers, data analysis and synthesis, and storytelling for demonstrating strategic insights.

- **MASTER CLASS ON PUBLIC DIPLOMACY**
  Led by seasoned professionals, discussion will aim to stimulate a productive and critical self-reflection on PD methods, tools and best practices.

**CASE STUDIES**

- **CASE STUDIES IN CRISIS COMMUNICATION**
  An examination of effective short-term crisis messaging in the face of inadequate information, competing priorities and diverse audiences.

- **CHINA’S PUBLIC DIPLOMACY**
  An in-depth examination of historical, political, economic and cultural factors that influence China’s PD efforts.

- **RUSSIA’S PUBLIC DIPLOMACY**
  A review of contemporary Russia’s media and communication strategies to project soft power and reposition itself as a global actor in the post-Cold War world. Participants will analyze examples of Russia’s PD initiatives and institutions and the accompanying historical, political and cultural contexts.

- **DIASPORAS AND PUBLIC DIPLOMACY**
  A discussion of diasporas in a PD context, including their special characteristics and interests and the relationship with home and host countries.

- **EXCHANGE DIPLOMACY**
  A discussion on the role of exchanges in foreign policy, the impact of connective technologies and emerging new forms of exchange.

- **GLOBAL LOS ANGELES: PARTNERSHIPS FOR LOCAL PD IMPACT**
  An exploration of the challenges of measuring the impact of international exchanges on the local community, using Los Angeles as a case study.