

**CPD** | USC Center on  
Public Diplomacy

CPD  
PROFESSIONAL  
TRAINING



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.

## FUNDAMENTALS OF PUBLIC DIPLOMACY

### **SOFT POWER & PD**

A critical look at the meaning of "power" and communication in global affairs. Participants will assess the contributions and limitations to PD of concepts such as "hard power," "soft power" and "smart power."

### **UNDERSTANDING STAKEHOLDERS & INFLUENCERS**

How to identify, analyze and define roles and expectations, understand and prioritize needs, and map influence for successful engagement.

### **INFLUENCE & ADVOCACY**

Exploring how influence is established, including persuasive tactics and the complexities of establishing credibility in the digital era.

### **INFORMATION STATECRAFT**

A discussion of how to better utilize all diplomatic tools for strategic policy advocacy through case examples.

### **DESIGNING PD STRATEGIES**

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.

### **NATIONAL SECURITY COMMUNICATIONS**

An introduction to the various facets of communication related to national security matters, including digital channels and messaging, the interaction between government and the press, and navigating security laws.

### **COUNTERING DISINFORMATION**

A discussion of the philosophy, history and typology of misinformation, a review of debates defining the field, solutions from multiple stakeholders, and future-focused perspectives on the phenomenon of "fake news."

### **CULTURAL DIPLOMACY: CASES & IMPACT**

Mixing historic and contemporary lenses, this course compares U.S. approaches to other nations. Key concepts include culture, pop culture, exchange and mutuality.

### **LISTENING IN PD**

Essential to engaging with a target foreign public is first and foremost, listening to them. Discussion includes the value of listening in PD planning and implementation.

### **MEDIA & PUBLIC OPINION FRAMEWORK**

A critical look at media effects on policymakers and public opinion, including agenda-setting, framing and priming.

### **NON-STATE ACTORS & PD**

An evaluation of mission, credibility, accountability and cost for NGOs, corporations and private actors who leverage unique strategic options for public diplomacy.

### **NATION/PLACE BRANDING**

An overview of the concept of branding (nation and place) and discussion of its relevance to national image communication and management.

# DATA ANALYTICS & EVALUATION

## **DATA-DRIVEN PD: FOUNDATIONS & 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.

## **DIGITAL TOOLS & 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 & 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.

## **DIGITAL INSIGHTS & AI FOR PD 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.

## **NETWORK ANALYSIS**

How do public diplomacy practitioners reach target audiences and maximize influence online? Learn how to build and manage connected networks of target audiences of relevance using social network analysis and visualization techniques. Participants will acquire the necessary skills for profiling their follower base as well as expanding their online network in a manner suitable to policy objectives.

## **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.

# NARRATIVES & STORYTELLING

## **NARRATING PD**

A review of narratives, structure and cross-cultural communication for the public diplomacy practitioner.

## **NARRATIVE STRATEGIES OF PD**

A close look at developing effective, strategic narratives in the face of inadequate information, competing institutional priorities and diverse audiences in the global media environment. Participants will examine public diplomacy tools for short-term messaging and the role of audience opinions and beliefs in shaping overall narrative direction.

## **DIGITAL STORYTELLING**

How to inform and share PD digital content in innovative and exciting ways. From mobile to desktop, participants will learn new tools and practices for digital storytelling.

## **CREATING SOCIAL STORIES: PD STRATEGY THROUGH ENGAGING NARRATIVES**

A storytelling workshop for participants to craft a narrative from start to finish for a specific campaign, and direction on how to share effectively on digital platforms.

## **NARRATIVE BRANDING**

An overview of the fundamental principles of narrative branding, through both traditional and social media channels. Discussion will include differentiation, positioning and social brand engagement. Participants will learn from several examples showing the storytelling of successful brands.

## **AI & BOTS FOR PD**

An introduction to artificial intelligence and its practical application in the context of public diplomacy, including machine learning and natural language processing; how AI is affecting everyday lives; opportunities to leverage the power of AI in public diplomacy; and how bots are used to inform and engage communities. Participants will create an audience-based strategy for a beta chat bot, create content, and prototype a chat bot that may be used in their organization.

## **CREATING VISUAL CONTENT FOR PD**

Video, audio files, GIFs, timelines and infographics are just some of the outputs participants will create on smartphones and tablets as part of a social story.

## **STORY DESIGN IN ENTERTAINMENT**

What can PD learn from movies, TV and other forms of entertainment? Participants will learn to use popular storytelling formats to convey foreign policy goals, campaign objectives and moving narratives to reach the last three feet.

## **VIRTUAL REALITY & IMMERSIVE STORYTELLING FOR PD**

The transformative experience of virtual reality (VR) and augmented reality (AR) has arrived for PD applications, such as sharing global experiences with foreign audiences. Participants will become familiar with the basics of immersive storytelling through examples and will learn how to harness low-cost tools and techniques to create VR/AR stories for sharing.



# PD LEADERSHIP & CREATIVITY

## **DIGITAL SECURITY FOR PROFESSIONAL COMMUNICATORS**

An overview of the threat environment for public diplomacy practitioners to inform their practice, including the vulnerability of the internet, social and digital footprint, laws governing communication interception, and use of encrypted messenger apps.

## **PD 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 & 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 & THE POWER OF PHYSICAL COMMUNICATION FOR PD**

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 PD**

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.

## **PD IN ADVERSARIAL RELATIONS**

An examination of public diplomacy strategies and practices between hostile nations, and managing engagement with adversaries.

## **EXCHANGE DIPLOMACY**

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

## **DIASPORAS & PD**

A discussion of diasporas in a PD context, including their special characteristics and interests, and the relationship with home and host countries.

## **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.

## **CHINA'S PD**

An in-depth examination of historical, political, economic and cultural factors that influence China's PD efforts.

## **RUSSIA'S PD**

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.

**MORE  
INFO AT**  
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