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# PUBLIC DIPLOMACY

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## ADVOCACY

4 hours

PD0209

This course is designed to meet the practical needs of officials who engage in advocacy to promote Canadian interests internationally. The curriculum will provide instruction on successful advocacy, and it will provide the opportunity to put the information into practice.

**Population:** All employees

**Mode of Delivery:** Distance Learning - Self directed

## CONTEMPORARY DIPLOMACY

4 hours

PD0229

This course will enable participants to describe the changes in the practice of diplomacy in the early twenty-first century which entail both substance and process: from the steady increase in groups of countries coming together to pursue common interests, to new procedures foreign ministries and their networks of embassies adopt to pursue their work.

At the end of this course, participants will be able to:

- demonstrate broader and deeper knowledge of the current environment for diplomatic work and the challenges facing diplomacy today;
- understand the difference between regional and public diplomacy and the importance of each;
- describe the changing role of the mission and the way IT innovations are affecting communications;
- identify the different roles, dynamics and influences in diplomatic decision-making;
- recognize the importance and value of performance management in cultivating efficiency, high-performance and public accountability.

**Population:** All new entry-level officers; all DFAIT and OGD who require this specialized training for their jobs

**Mode of Delivery:** Distance Learning - Self directed

## INTRODUCTION TO ADVOCACY

0.5 day

PD0203

This course is designed to meet the practical needs of officials who engage in advocacy to promote Canadian interests internationally. The curriculum will provide instruction on successful advocacy, and will provide an opportunity to put the information into practice.

At the end of this course, participants will be able to:

- appreciate why advocacy is at the centre of the professional activities of the Canadian diplomatic corps;
- understand the crucial importance of networking for effective advocacy;
- identify the essential steps that must be taken to engage in strategic advocacy activities when they are needed to advance Canadian interests.

**Population:** Employees being posted abroad

**Mode of Delivery:** Classroom