

EXECUTIVE CERTIFICATE ADVOCACY IN INTERNATIONAL AFFAIRS

ENHANCE YOUR INFLUENCING SKILLS

- For leaders of all sectors
- In partnership with Leidar, an international communications consultancy
- Classes twice a month on Fridays and Saturdays

Next dates January – June 2012

Duration 6 months, part-time

Tuition CHF 15,000

Applications from 15 June 2011

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Venue Graduate Institute, Geneva

Delivered by the Graduate Institute of International and Development Studies and LEIDAR, an international communications consultancy, the Executive Certificate – Advocacy in International Affairs is a programme designed to give participants the analytical tools as well as communication and leadership skills needed to execute successful advocacy programmes and steer the international agenda to meet the objectives of their organisations. Advocacy in International Affairs is ideal for professionals at any stage in their career who aspire to leadership positions requiring strong expertise in advocacy in the public or private sector.

AUDIENCE

The Executive Certificate – Advocacy in International Affairs targets professionals in charge of their organisations' advocacy activities, including executives in large international companies, small and medium sized enterprises, non-governmental and international organisations, national governments, trade unions, diplomatic missions and more.

OBJECTIVES

- Develop expert knowledge of advocacy and its tools
- Acquire the skills needed to drive public opinion and manage lobbying campaigns
- Learn to influence thought leadership
- Create an advocacy network

PROGRAMME CONTENT

Module 1

Setting the global agenda

- Understanding the new global system and its imperatives
- Mastering strategic advocacy

Module 2

Using advocacy as a measure in international affairs

- Analysing and creating effective discourses
- Planning and managing communications campaigns

Module 3

Lobbying and governmental affairs

- Lobbying in the US, the EU and the UN
- Developing powerful thought leadership programmes

Module 4

Developing and driving effective communications programmes

- Managing media relations and social media
- Driving effective process leadership

DEGREE

Upon completion of the programme, successful participants will receive an Executive Certificate – Advocacy in International Affairs from the Graduate Institute of International and Development Studies (16 ECTS).

<http://graduateinstitute.ch/executive/advocacy>



leadership navigation

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