



Swiss Academy
for Leadership
and Sustainability

EIIS | EUROPEAN INSTITUTE
OF INTERNATIONAL STUDIES



Brussels Institute
for Diplomacy, Geopolitics
and Peace Studies

Public Diplomacy

Strategic Narratives in a Competitive Global Order

Are you ready to move from being a digital observer to an architect of the new global cyber order?

In the geography of the future, borders are made of stories—
are you ready to author the narrative of your nation?

Description

In an era defined by the "battle of narratives," a nation's influence is no longer measured solely by military or economic might, but by its ability to tell a compelling story. This course provides a comprehensive framework for understanding how states project their images, values, and policies to shape international public opinion. As traditional boundaries between domestic and foreign audiences blur, Public Diplomacy emerges as the essential craft of managing reputation and building trust in a fragmented, hyper-connected world. In this landscape, narrative power is the ultimate strategic asset. Beyond mere propaganda, modern statecraft requires the ability to foster genuine engagement and emotional resonance across digital frontiers. By mastering the intersection of cultural identity and algorithmic communication, leaders can transform national values into a global force, ensuring their voice remains distinct and authoritative amidst the deafening noise of the digital age.

Core strategic pillars

Strategic Identity, Soft Power & Public Diplomacy: States project a coherent national identity through culture, values, and public diplomacy efforts, transforming global attraction and engagement into tangible political influence and legitimacy.

Public Diplomacy & Algorithmic Narrative Control: Operating within platform-driven ecosystems, states use AI, data analytics, and public diplomacy tools to shape narratives, manage visibility, and counter disinformation in real time.

Networked Engagement & Perception Alignment: Diplomacy extends beyond governments to NGOs, corporations, and civil society, while data-driven analysis ensures alignment between policy intent and international perception.

Professional impact

This program equips participants to become strategic communicators in a volatile global landscape. Graduates learn to design international communication strategies, manage state reputations during crises, and leverage advanced digital tools. Across government, international organizations, and the private sector, they gain the skills to transform information into influence and strategy into impactful global action.

Triple International

Certification

Geneva–Stockholm–Brussels

Duration

12 hours Online – 3 Days

Fees: 1200 Euros