
Workshop on Strategic Communication and Stakeholder Engagement

Deadline: 7 Mar 2027

Type:	Workshop
Location:	Geneva, Switzerland
Date:	18 Mar 2027 to 19 Mar 2027 (To be confirmed)
Duration:	2 Days
Thematic Area:	Multilateral Diplomacy and Negotiation
Website:	http://www.unitar.org/cdt
Price:	\$1,000.00
Event Focal Point Email:	diplomacy@unitar.org

BACKGROUND

Diplomats and professionals operating in multilateral and international arenas are required to promote dialogue and coordination at early stages in order to deliver effective projects and generate mutual benefits. Diplomacy efforts need to be coordinated and different organisations, governments, and other key stakeholders can be significantly engaged in such efforts.

As foreign and domestic policy goals become increasingly global and interdependent, and technological changes allow us to engage more rapidly and directly than ever before, diplomats must work with a wider range of

constituencies beyond government. Diplomats, government officials, and other professionals, need to know how to communicate effectively and engage with diverse groups.

LEARNING OBJECTIVES

By the end of the workshop, participants will be able to:

- Explain the complexity involved in coordination, communication and stakeholder engagement in different social, political and cultural contexts;
- Identify potential stakeholders, domestic as well as foreign, at different levels – local, subnational, national and international;
- Assess stakeholders' specific needs and interests;
- Identify good practices and challenges related to coordination and stakeholder engagement in diplomacy;
- Initiate, encourage and sustain suitable channels of stakeholder engagement and coordination with the different potential stakeholders in an early stage.

CONTENT AND STRUCTURE

This workshop will focus on approaches to strategic communication and stakeholder engagement at different levels or spheres – personal and professional -, with different stakeholder groups – journalists, international organisations, etc. – and in different situations – peaceful times, crisis situations. Practical exercises and case studies will be used to expose participants to different situations that they could face in their professional careers.

METHODOLOGY

The course is designed to be interactive and participatory, including various pedagogical tools to enable the participants to function effectively and efficiently in a multilateral environment. The course will be built on four pedagogical pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions), and exposure to real-world problems and policy choices delegates are confronted with.

TARGETED AUDIENCE

This course is primarily open to:

- Members of Permanent Missions accredited to the United Nations Office in Geneva;
- Delegates of Ministries of Foreign Affairs and other government officials;
- Representatives of international, intergovernmental, and non-governmental organizations and Diplomatic academies;
- Professionals from the private sector.

ADDITIONAL INFORMATION

Insurance Waiver:

By applying to the Workshop on Strategic Communication and Stakeholder Engagement, all participants confirm that they are aware that the United Nations Institute for Training and Research (UNITAR) does not insure participants for this course. All participants are advised to arrange at their own expense insurance against sickness, accident, permanent or temporary disability, death and third party risk for the period of the meeting including travel time.

Fellowship:

In the case of remaining availability, staff members of Permanent Missions in Geneva may be considered eligible to apply for our fellowship, granting participation in this workshop free of charge. For further information on the application procedure, please contact [diplomacy \[at\] unitar.org](mailto:diplomacy@unitar.org) ([diplomacy\[at\]unitar\[dot\]org](mailto:diplomacy@unitar.org)).

Discount for Eastwest European Institute Alumni:

Alumni from the Eastwest European Institute can benefit from a 10% discount for this training. After you complete your application, kindly send your Eastwest Certificate of Participation to [diplomacy \[at\] unitar.org](mailto:diplomacy@unitar.org) ([diplomacy\[at\]unitar\[dot\]org](mailto:diplomacy@unitar.org)). UNITAR will verify your alumni status and, upon confirmation of the latter, apply the discount.

Certificate:

Participants who have attended all the sessions will receive a certificate of participation.

Note: Participation is on a first-come, first-served basis, and registration will be closed once we have reached the maximum number of participants.

Disclaimer: By submitting an application to this workshop, applicants acknowledge and confirm their commitment to upholding the principles and values of the United Nations and UNITAR. UNITAR maintains a zero-tolerance policy regarding conduct that is incompatible with its mission, including but not limited to abuse of authority, sexual exploitation and abuse, sexual harassment, and all forms of discrimination.