



EXECUTIVE CERTIFICATE & DIPLOMA

Advocacy & International Public Affairs

Enhance your impact by improving your campaigning and communication skills

Our programme will provide you with the analytical mindset, ethical reflections, leadership and communication skills indispensable to design and implement effective advocacy and lobbying campaigns in international public affairs. Our programme focuses on how to influence policy-making in competitive, multi-layered environments whether you work in the private or public sector, as a diplomat or policy-maker representing a government or public authority, in International Organisations or for NGOs.

Key Outcomes

The Advocacy & International Public Affairs programme will enable you to:

- Influence multiple stakeholders to achieve a cause, realise a project, transform policies, or obtain funding
- Acquire the best communication skills to advocate or lobby in persuasive and efficient ways when you need to mobilise resources, fundraise or if you are in charge of public and/or external relations
- Develop analytical and practical tools to plan and implement campaigns in global, regional, national or local environments with tangible results
- Meet advocacy practitioners, policy-makers and experts in public affairs from diverse sectors to expand your network on your professional path
- Get a degree from a renowned institution specialised in international affairs, to get an adequate comparative advantage for a promotion, next position and/or recognition

INFORMATION

FEE	CAS: CHF 8'900 DAS: CHF 17'800
DATES	See exact dates online
FORMAT	CAS: Two 8-day modules (one virtual classroom and one face-to-face classroom) DAS: Three 8 to 10-day modules + one online module

DEGREES AWARDED

- **Certificate of Advanced Studies in Advocacy & International Public Affairs (15 ECTS)**
- **Diploma of Advanced Studies in Advocacy & International Public Affairs (30 ECTS)**

This programme can be taken as part of the Executive Master in International Relations (60 ECTS).

WHO SHOULD APPLY?

This programme is particularly relevant for mid to senior level practitioners from private, public, diplomacy, international organisations and NGOs working or aspiring to work in the fields of:

- Advocacy and public affairs
- Communication
- Fundraising and resource mobilisation
- Campaigning
- Government Relations



TAKE THE NEXT STEP

➔ executive.graduateinstitute.ch/advocacy

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PROGRAMME HIGHLIGHTS

Module 1: Context, Actors, and Strategies

- Discover the web of actors involved at global, regional and national levels
- Develop a unique strategic framework to design successful campaigns
- Through case studies and group work, sharpen your analytical and strategic-thinking skills

Module 2: Tactics, Tools and Outcomes Measurement

- Master up-to-date tools and tactics to execute and measure successful campaigns
- Create and present a concrete advocacy campaign in groups at the end of the module
- Discover fundraising and philanthropy techniques

Module 3: Multilateralism in a new international order (DAS only)

- Emerging risks, threats and technologies
- System thinking for global issues
- Global governance and regionalism
- Anticipation in international relations

Module 4: Topic of your choice (DAS only)

- Diplomacy in a changing world: Gain a solid understanding of the changing diplomatic and policy spheres to become a key player on the international stage
- Policy-making amidst transformation: Develop an agile, creative and forward-looking mindset to shape contingency-proof policy responses
- Negotiations and new contexts: Experiment with innovative tools to sharpen your negotiation and mediation skills in complex situations

Academic Advisor

Davide RODOGNO

Professor, International History and Politics; Head of Interdisciplinary Programmes; Director, Executive Certificate on Advocacy in International Affairs; Affiliated to the Albert Hirschman Centre on Democracy, as well as to the Centre on Conflict, Development and Peacebuilding, to the Global Governance Centre, the Global Migration Centre and the Global Health Centre.



« This course provides a unique framework that combines academic teaching, case studies, and practical advice. A focus on topics such as crisis management and stakeholder engagement ensures that we are well equipped to design and implement impactful advocacy campaigns. »

Cécile DUPREZ-NAUDY,

Global Public Affairs Director at Moët Hennessy

« I recommend the programme because it's a really great way to sort of shake your worldview, and you have the opportunity to meet with advocates and practitioners from tons of industries, countries backgrounds, and really learn from their experience. »

Kelcey ARMSTRONG-WALENCZAK,

Advocacy and policy officer, World Heart Federation

« The course has been designed to provide a stimulating environment for learning to the participants. Perspectives and learning spaces have been unique and multi-faceted, contributed by participants from diverse backgrounds and teachers. »

Navaranjini NADARAJAH,

Programme Delegate, Danish Red Cross

Geneva Graduate Institute

A well established reputation

The Geneva Graduate Institute is an institution of research and postgraduate education dedicated to the study of world affairs since 1927. Over the past ten years, the Institute's Executive Education programme has trained over 4,000 professionals.

International Geneva

Centrally-located in Geneva, the Institute's Executive Education Programme attracts a unique mix of participants from all sectors, countries and positions. Join the Institute's network of over 20,000 alumni and benefit from a unique platform for inspiring exchanges and networking opportunities.