

EXECUTIVE CERTIFICATE & DIPLOMA

Advocacy, Lobbying and Policy Influence

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 campaigns in national and international settings. 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 policymaker representing a public authority or Permanent Mission, or within an international organisation, NGO, company or trade association.

Key Outcomes

The Advocacy, Lobbying and Policy Influence programme will enable you to:

- Influence multiple stakeholders to seek funding for a cause, implement an advocacy project or lobby for/against policies
- Acquire appropriate communication skills to advocate in persuasive and efficient ways when you need to mobilise resources with potential partners, engage with media and policy-makers or any relevant stakeholders
- Develop analytical and practical tools to plan and implement campaigns in international, regional, national or local environments with tangible results
- Meet advocacy practitioners, lobbyists and policy-makers and experts from diverse sectors and expand your network on your professional path
- Obtain a degree from a renowned institution specialised in international affairs, leading to a comparative advantage for a promotion or a professional transition

INFORMATION

FEE CAS: CHF 8'900
DAS: CHF 17'800

DATES See exact dates online

FORMAT CAS: Two 8-day modules face-to-face
DAS: One 10-day module + one online module

DEGREES AWARDED

- **Certificate of Advanced Studies in Advocacy, Lobbying and Policy Influence (15 ECTS)**
- **Diploma of Advanced Studies in Advocacy, Lobbying and Policy Influence (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 the private, public, international organisation and NGO sectors working or aspiring to work in the fields of:

- Advocacy and lobbying
- Communication and public relations
- Fundraising and resource mobilisation
- Campaigning
- Government affairs
- Corporate social responsibility, public affairs
- Diplomacy and civil service

GENEVA GRADUATE INSTITUTE | EXECUTIVE EDUCATION

TAKE THE NEXT STEP

executive.graduateinstitute.ch/advocacy

+41 22 908 57 28 / ee.programadvisor@graduateinstitute.ch

PROGRAMME HIGHLIGHTS

Module 1: Context, Actors, Strategies and Leadership

- Discover the web of actors involved at global, regional, national and local levels
- Raise awareness of units and levels of analysis, encompassing legal, economic, social and political dimensions
- Through case studies sharpen your strategic-thinking skills and trends
- Two full-days devoted to professional development, with a focus on leadership
- Two full-days devoted to lobbying and policy influence

Module 2: Tactics, Tools and Outcomes Measurement

- Master up-to-date tools and tactics to execute and measure successful campaigns
- Create and present a campaign in groups at the end of the module
- Discover fundraising and philanthropy techniques
- A two-day upskill devoted to storytelling

Module 3: The international system (DAS only)

- Global governance and the international system under pressure
- The international legal framework
- The evolving practice of diplomacy in a multi-actor world
- State and non-state actors
- Science and technology diplomacy

Module 4: Topic of your choice (DAS only)

- Diplomacies, power and geopolitics
- Policy, risk and strategic decision-making
- Negotiation and strategic influence



Academic Advisor

Davide RODOGNO

Professor, International History and Politics; Head of Interdisciplinary Programmes; Director, Executive Certificate on Advocacy, Lobbyind and Policy Influence; 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.