



**COUNCIL OF ALBANIAN AMBASSADORS**

**DIALOGUE WITH CIVIL SOCIETY FOR CHANGES  
IN THE WESTERN BALKANS**

**Crafting speeches and presentations for diplomatic  
audiences**

**Skopje, Republic of North Macedonia**  
**Shkup, *Republika e Maqedonisë së Veriut***

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**PRESENTATION AT THE WORKSHOP**

**DIALOGUE WITH CIVIL SOCIETY FOR CHANGES IN  
THE WESTERN BALKANS**

**Session 4: Public Speaking and Presentation Skills  
16:00 – 17:00 hrs.**

**Subject: Crafting speeches and presentations for  
diplomatic audiences**

**Distinguished Excellencies, Esteemed Guests,  
Ladies and Gentlemen,  
Good afternoon!**

It is both an honor and a privilege to stand before such an esteemed audience of respected diplomats and thought leaders to discuss the art of crafting speeches and presentations for diplomatic audiences. ` The very essence of diplomacy relies not just on the content of our words but on how we present them to foster understanding, inspire action, and strengthen ties.

## **1. The Purpose of Diplomatic Communication**

Diplomatic speeches and presentations serve more than an informational purpose; they are instruments of influence. Whether at international forums, bilateral meetings, or cultural exchanges, our words must resonate with the diverse expectations of our audience. They should build bridges, not walls, foster dialogue, not division.

## **2. Key Principles of Effective Diplomatic Speeches**

Allow me to highlight three fundamental principles that underpin effective communication in diplomacy:

### **a. Precision and Clarity**

Diplomatic audiences value succinctness. Avoiding ambiguity ensures that our messages are not misinterpreted. Each word carries weight, and every phrase should be deliberate and purposeful.

### **b. Cultural Sensitivity and Empathy**

In a room of diverse backgrounds, cultural awareness is paramount. Speeches must respect nuances, avoid stereotypes, and exhibit genuine interest in the audience's values and traditions.

### **c. Balance of Emotion and Logic**

Diplomacy is both an art and a science. While facts and logic establish credibility, emotional resonance ensures connection. A story that illustrates shared experiences can sometimes achieve more than data-laden arguments.

### **3. Structuring a Diplomatic Speech**

**a.** A well-structured speech is essential for maintaining engagement and achieving impact. Here is a simple yet effective structure: **Begin with a Strong Opening**  
Start with a quote, an anecdote, or a thought-provoking question that aligns with the audience's interests. Set the tone for the discussion by affirming shared values or objectives.

**b. Deliver a Clear and Focused Message**

Center the speech around one key idea, supported by concise points. Remember, less is more when addressing an audience that processes complex issues daily.

**c. Conclude with Purpose**

End with a forward-looking statement, a call to action, or a note of gratitude. Let your final words leave a lasting impression.

### **4. The Role of Presentation Skills**

No matter how eloquent the text, delivery is what brings it to life. As diplomats, our body language, tone, and eye contact are integral to our communication. Authenticity is key – speak as much from the heart as from prepared notes.

### **5. Adapting to Modern Challenges**

In the era of digital diplomacy, we must adapt our presentation skills to virtual platforms. The ability to engage remote audiences requires mastering tools,

ensuring accessibility, and maintaining the human connection despite the screen.

### **Distinguished Participants,**

As I outline the main principles of delivering a structured speech as a diplomat, regardless of rank, allow me to share my personal experience in addressing four distinct audiences I encountered during my tenure as an ambassador. These audiences can be categorized as follows:

- 1- Presentation of the Letter of Credence at Buckingham Palace to Her Majesty Queen Elizabeth II, June 25, 2013,**
- 2- Speech at the House of Lords, British Parliament, in Honor of the Official Visit of Albanian President H.E. Mr. Bujar Nishani,**
- 3- Presentation of My Book, *Herman Bernstein: U.S. Ambassador to the Kingdom of Albania, 1930–1933*, at the U.S. Embassy in London,**
- 4- Presentation of the Book *Agents of Empire* by Sir Noel Malcolm, at the Albanian Embassy in London.**

I will share insights into the approaches I have employed when addressing each of these groups, drawing from my personal experiences and professional expertise.

The following speeches illustrate various occasions when a diplomat is called upon to address diverse audiences:

**EXAMPLE 1 – Presentation of the Letter of Credence at Buckingham Palace to Her Majesty Queen Elizabeth II, June 25, 2013.**



**Presentation of the Letter of credentials to Her Majesty, Queen Elizabeth II**

**Good afternoon,**

Dear Marshall of the Court,

My Lords,

Members of the House of Commons,

Your Excellency Ambassador, Dean of the Diplomatic Corps,

Excellencies Ambassadors,

Dear Ann, Owen and esteemed staff of the FCO,

My fellow compatriots,

Members of our Embassy team,

Ladies and Gentlemen,

I would like to extend a very warm welcome to all of you to this *vin d'honneur* reception! Thank you all for joining my wife, our Embassy staff and myself today!.

Your presence means a great deal to us, especially as we gather right after I had the honor of presenting my credentials to Her Majesty, Queen Elizabeth II, on behalf of the President of Albania, I am truly delighted, deeply honored, and profoundly privileged to be here. This moment marks one of the most significant and joyful days of my life....

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**EXAMPLE 2 - Speech at the House of Lords, British Parliament, in Honor of the Official Visit of Albanian President H.E. Mr. Bujar Nishani.**



**TO MEMBERS OF THE HOUSE OF LORDS**

**THE HISTORICAL AND CONTEMPORARY  
RELATIONS BETWEEN ALBANIA AND THE  
UNITED KINGDOM**

**Speech by Mal Berisha at the House of Lords, 9  
December 2014**

Your Excellency, President of the Republic of Albania,  
Mr. Bujar Nishani,

The Honorable First Lady of Albania,  
Mrs. Odeta Nishani,  
Your Right Honorable – and my dear Lord, Watson,  
My Lords,  
Your Excellency, Ambassador of Kosovo,  
Mr. Lirim Grajcevci,  
Members of the House,  
Distinguished Friends of the Albanian Delegation,  
Ladies and Gentlemen,

It is both an honor and a privilege to address you today in this esteemed temple of British democracy. For any diplomat, hosting the Head of State from one's homeland represents the pinnacle of professional achievement. I am deeply humbled and grateful to stand before you on this exceptional occasion, as it is no exception for me.

Albania and the United Kingdom may seem worlds apart geographically, but history has proven that our two nations are connected by a profound and lasting bond. From early encounters rooted in exploration and diplomacy to contemporary partnerships in global security, trade, and cultural exchange, our relationship stands as a testament to what nations can achieve when guided by mutual respect and common purpose.

### **1. Historical Ties: Early Connections and Shared Endeavors**

The roots of our relationship trace back to the 19th century, a time when the British public developed a deep interest in Albania through the writings and travels of figures such as Lord Byron and later Edith Durham.



Byron, captivated by Albania's landscapes and traditions, immortalized our culture in his poetry.

## **2. Contemporary Relations: A Strong and Evolving Partnership**

In more recent history, the bonds between our nations have grown even stronger.

**a. NATO and Global Security**

**b. Economic and Trade Partnerships**

**c. Cultural and Educational Ties**

## **3. Albania's Role in the Western Balkans: A Shared Vision**

As Albania continues its path toward European Union membership, it looks to the United Kingdom as a valued friend and mentor. While no longer a member of the EU, the UK remains a strong advocate for peace, stability, and development in the Western Balkans.

## **4. The Albanian Diaspora in the UK: A Living Bridge**

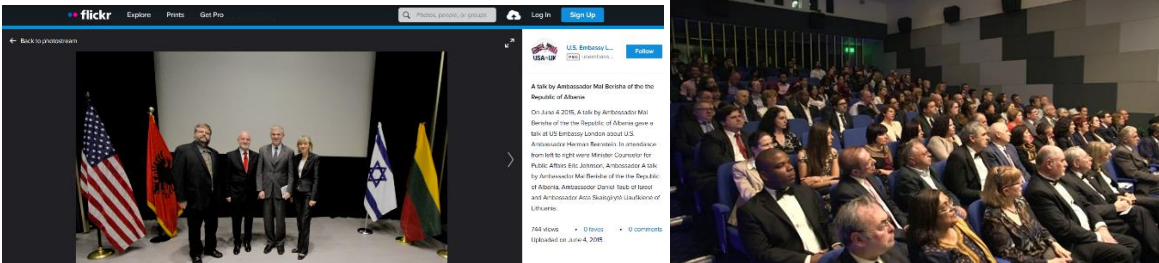
One of the most vital components of our contemporary relationship is the vibrant Albanian diaspora in the United Kingdom. Albanians living in Britain have become an integral part of the social, cultural, and economic fabric of this nation.

## **Conclusion: A Partnership for the Future**

*My Lords,*

As we look back on the historical ties and contemporary achievements of the Albanian British relationship, we are reminded that this partnership is built on a foundation of trust, respect, and shared values.

## EXAMPLE 3 – Presentation of My Book, *Herman Bernstein: U.S. Ambassador to the Kingdom of Albania, 1930–1933*, at the U.S. Embassy in London.



### U.S. Embassy London

usembassylondon

### **A talk by Ambassador Mal Berisha of the Republic of Albania**

On June 4, 2015, A talk by Ambassador Mal Berisha of the Republic of Albania gave a talk at US Embassy London about U.S. Ambassador Herman Bernstein.

In attendance from left to right were Minister Counselor for Public Affairs Eric Johnson, Ambassador A talk by Ambassador Mal Berisha of the Republic of Albania, Ambassador Daniel Taub of Israel and Ambassador Asta Skaisgirytė Liauškienė of Lithuania.

### A talk by Ambassador Mal Berisha of the Republic of Al... | Flickr

This is an excerpt of my speech in the main hall of the US Embassy in London, in presence of 23 Ambassadors of various countries:

**Excellency Ambassadors,  
Honorable Members of the Diplomatic Corps,  
My Lords,  
Distinguished Guests,  
Ladies and Gentlemen,**

Good afternoon!

It is a profound privilege and an immense honor to stand before you today in the historic halls of the U.S. Embassy in London to commemorate and celebrate the extraordinary legacy of Ambassador Herman Bernstein, a man whose contributions to the Republic of Albania and the broader cause of diplomacy remain a shining example of service, integrity, and cross-cultural understanding.

Ambassador Bernstein links four nation:

- 1- The United States of America that he represented in Albanian Kingdom, 1930 - 1933
- 2- Albania, the country where he served.
- 3- Lithuania, the country where he was born.
- 4- Israeli, the country to which belongs as a Jew.

### **The Legacy of Ambassador Herman Bernstein**

Ambassador Herman Bernstein served as the United States' Ambassador to Albania from 1930 to 1933, a period marked by global uncertainties and national transformations. Yet, in those brief years, he left an indelible mark on the hearts of the Albanian people and on the history of diplomatic relations between our two nations.

## **Gratitude and Remembrance**

On behalf of the Albanian people, I extend my heartfelt gratitude to the government and people of the United States for the remarkable individuals like Ambassador Bernstein who have strengthened the bond between our nations.

His legacy is not just Albania's story – it is a shared legacy of courage, compassion, and commitment to a better future for all.

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### **EXAMPLE 4 – Presentation of the Book *Agents of Empire* by Sir Noel Malcolm, at the Albanian Embassy in London.**



### **Speech for the Promotion of *Agents of Empire* by Sir Noel Malcolm.**

**Delivered at the Anglo-Albanian Association,  
London, UK.**

## **Introduction by the Albanian Ambassador:**

*Ladies and gentlemen,*

*Distinguished members of the Anglo-Albanian Association,  
Esteemed guests,*

It is both an honor and a privilege to address you this evening as we gather to celebrate an extraordinary work of scholarship: *Agents of Empire*, written by the eminent historian, Sir Noel Malcolm.

Sir Noel IS Aa distinguished member of the British Academy of Sciences and a professor at the esteemed All Souls College, Oxford, his work consistently embodies the highest standards of historical inquiry. Yet, it is in *Agents of Empire* that his profound intellect, meticulous research, and narrative brilliance truly converge.

This book is not merely a historical account; it is a tapestry woven from the complex and intertwined lives of Albanians, Venetians, and Ottomans, set against the backdrop of the 16th-century Mediterranean world.

Tonight, let us explore why this remarkable book is a gift to history, to Albania, and to all who seek a deeper understanding of the forces that have shaped our shared human story.

Thank you very much for your attention!

Note: This presentation is available on my personal website:

[MalBerisha.com](http://MalBerisha.com)