PUBLIC DIPLOMACY: A FOREIGN POLICY CHALLENGE

A workshop on Public Diplomacy at the Spanish Diplomatic School, Madrid.
Wednesday 10th September, 2014

Workplan

Using the Davos format, each panelist will make a presentation (max. eight minutes), followed by a debate and public Q&A. The proceedings will be aired via streaming and questions will be received by Twitter from outside participants.

Morning Session

10:00 Opening addresses by Ambassador-Director of the Diplomatic School (José Luis de la Peña), followed by Director-Generals of Media & Public Diplomacy (María Claver), the Diplomatic Information Office (Cecilia Yuste), the Director of the High Commissioner’s Office for Marca España (Rafael Conde de Saro), and the President of the Royal Elcano Institute (Emilio Lamo de Espinosa).

(in Spanish)

10:45 – 12:15. 1st Panel: Country examples of Public Diplomacy

With the participation of the Ambassadors of Sweden (Cecilia Julin), France (Jérôme Bonnafont), United Kingdom (Simon Manley), Mexico (Roberta Lajous) and Australia (Jane Hardy). The Embassy of the United States of America will be represented by its Cultural Attaché (Amy Bliss).

Moderator: Charles Powell, Director of the Real Instituto Elcano.

(in English)

12:15 coffee break

12:45 – 14:00. 2nd Panel: Think Tanks and Academia

With the participation of Professors Jan Melissen (Senior Research Fellow at the Clingendael Institute) and James Pamment (Research fellow at Oxford University).

Moderator: Juan Luis Manfredi (Professor at the Universidad de Castilla-La Mancha)

(in English)
14:00-16:00

Lunch break

Afternoon session

16:00 - 17:30. 3rd Panel: Public Diplomacy in International Organisations

With the participation of Francisco Fonseca (Director of the European Commission Office in Spain); Maria Kokkonen (Deputy Head, Strategic Communication Services of the EEAS, in charge of Public Diplomacy); Steven Mehringer (Head, Communication Services, Public Diplomacy Division, NATO HQ, Brussels)

⇒ Moderator: Ricardo Diez-Hochleitner, Deputy Director-General for Public Diplomacy

(in English)

17:30 Wrap-up and final conclusions by the rapporteur, Rafael Rubio (Professor at the Universidad Complutense, Madrid).

(in English)