

Programme

Maximising soft power assets: towards prosperity

Monday 19 – Wednesday 21 May 2014 | WP1289

To be held at the Hacienda Cantalagua, Mexico

Synopsis

In a rapidly evolving and increasingly networked world in which the nature of power is shifting and often dispersed, the use of soft power provides unprecedented opportunities for states to promote foreign policy objectives and secure national, economic interests. The 8th roundtable meeting in the Wilton Park series will bring together up to 50 public diplomacy practitioners including senior leaders, academics, business, media and other communications specialists for an expert exchange on ways in which to maximise and deploy soft power assets, particularly with a view to furthering national, regional and global prosperity goals. Participation will be mainly from Mexico and the UK and will also draw on expertise from selected countries.

Through off the record discussion under the Wilton Park protocol, participants will share best practice, innovative approaches, challenges and opportunities and seek ways in which to enhance future cooperation. Through a mix of plenary sessions and working groups, the meeting will consider:

- How to move from soft power theory to practical application
- The linkages between country reputation, shared values and economic growth
- How states can increase their regional and global influence
- Ways in which to maximise and evaluate the impact of soft power assets

The conference will be conducted in English and Spanish.

Participation is by invitation only.

In association with:

British Embassy, Mexico
Government of Mexico

In association with:



Monday 19 May

1500 onwards | Participants arrive at Hacienda Cantalagua
1900 | Welcome dinner

Tuesday 20 May

0800-0845 | Breakfast

0900-0915 | **Welcome and introduction to meeting**

Julia Purcell

Programme Director, Wilton Park

Justin McKenzie Smith

Chargé d'Affaires, British Embassy, Mexico City

0915-1045 | **1. Why do states need to maximise soft power assets?**

Overview and context on the role of soft power. Why is soft power important? Do states fully understand the extent and nature of their soft power assets? How to use them to best effect? Translating soft power into policy: what are the examples of practical application? Where should countries invest resources- and over what period? Is soft power an innate resource or can it be manufactured? Is a super power automatically a super soft power? Understanding the relationship with hard power: what to use and when? Is it possible to meet hard trade objectives through soft power means?

César Villanueva

Associate Professor, Department of International Studies, Ibero-American University (UIA), Mexico City

Simon Anholt

Independent Policy Adviser

1045-1115 | Tea/coffee

1115-1245 | **2. Can states re-invent reputation?: exploring the power of narratives**

Can states re-invent reputation? If so, what does it take- and how long? Are narratives enough? How can states substantiate their messages and ensure authenticity? Can states do this alone? Who else can be mobilised and how? What are the links between country reputation, shared values and economic growth? How enduring is soft power? Consistency of behaviour with message: what can states learn from corporates about reputation and vulnerability of high profile brands?

Dong Hwi Lee

Professor, Department of International Economy and Trade Studies, Korea National Diplomatic Academy, Seoul

Roberto Newell

Vice Chairman, Mexican Institute for Competitiveness, Mexico City

Tony Quinlan

Chief Storyteller, Narrate Consulting, Clophill

1300-1430 | Lunch

1430-1600

3. Amplifying influence in an inter-connected world

In an increasingly networked world, how best to amplify soft power impact? Multiple messages and multiple platforms: do states fear loss of control? How to enhance interaction and engagement with citizens? How to build on the cultural capital of iconic images and creative energy? And how far can perceptions of heritage and history promote confidence in prosperity and economic stability? What role for innovation and new technology in advancing the influence of states?

Ania Calderón Mariscal

General Director, Digital Innovation, Office of the President, Mexico City

James Pamment

Assistant Professor, University of Texas

1600-1630

Tea/coffee

1630-1800

4. Partners in soft power: building effective coalitions- business, states, citizens and beyond

How to ensure productive coalitions with soft power partners? What can states learn from other actors and how to work together to maximise impact? Do business leaders see themselves as soft power actors? How far do corporates gain from links to country identity? In what way can states build on the goodwill of trusted brands to advance their interests? What can the public sector learn about ways in which corporates project their profiles? How to engage to best effect with citizens overseas? In an increasingly globalised world how interlinked are the interests of corporates and individuals with the soft power aspirations of states?

Nicholas Cull

Professor of Public Diplomacy, University of Southern California, Los Angeles

Hernan Barbieri

General Director, Kidzania, Mexico City

1930

Reception followed by Conference dinner

Wednesday 21 May

0800-0845

Breakfast and checkout

0915-1045

5. Soft power actors on the international stage: doing diplomacy differently?

Do government officials need different skills in order to be effective soft power actors? How to ensure that soft power is mainstreamed into diplomatic behaviours? How far can international and regional institutions act as multipliers for national soft power aspirations? And how does this work in practice? Coalescing around common values and maximising influence: what is the role of soft power in building successful coalitions and agreeing common principles for action across diverse alliances? How to strengthen the influence of regional bodies in the global arena?

Session Chair: Lena Milosevic

Country Director, British Council, Mexico City

Arturo Sarukhan

Ambassador; Distinguished Fellow, Center on Public Diplomacy, University of Southern California, Los Angeles

Carl Mossfeldt

World Fellow, Yale University; Institutional Entrepreneur, Rework, Stockholm

1045-1115

Tea/coffee

1115-1215

6. Ways forward and closing remarks

Alejandro Phillon

General Director, International Media Relations, Office of the President, Mexico City

1245-1330

Light refreshments

1330

Depart Hacienda Cantalagua for the Museum of Anthropology, Mexico City

1530

Arrive at the Museum of Anthropology, Mexico City

1600-1800

Soft Power: keynote presentations

Open plenary session with an invited audience.

Followed by reception.

Panel to include:

Baroness Bonham-Carter of Yarnbury

Prime Minister's Trade Envoy to Mexico; Member, House of Lords

Juan Manuel Luna

General Director, Europe, Secretariat of Economy, Mexico City