



Programme

Soft power in action

Monday 3 – Wednesday 5 February 2014 | WP1300

Synopsis

As soft power becomes increasingly the core of 21st century diplomacy, the 7th Wilton Park roundtable meeting in the public diplomacy series will consider how nations are individually and collectively using soft power to influence and persuade others to support their national and international agendas.

The meeting will bring together perspectives from across the national and international spectrum of public diplomacy practitioners and policy makers, communications specialists, business, media, think-tanks, academics, non-governmental organisations and other experts. Through frank and 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 co-operation towards collective solutions for foreign policy problems.

Through a mix of plenary sessions and working groups, the meeting will consider:

- Practical applications of soft power - what works best and where?
- In a world in which power is increasingly fragmented, what is the role of governments in identifying, harnessing and deploying soft power?
- How do countries resource soft power initiatives and how effective are the different models: what can be learned from different country approaches?
- Who are the emerging soft power actors and what impact will new actors have on the soft power stage?
- Ways in which to maximise and evaluate the impact of soft power.
- How to promote future collaboration through the development of soft power networks?
Is there a race for soft power influence and will there be winners and losers?

With support from:



Monday 3 February

1300-1430

Participants arrive and buffet lunch available

1500-1515

Welcome to Wilton Park

Julia Purcell

Programme Director, Wilton Park, Steyning

Introduction to the conference

Hugh Elliott

Director, Engagement and Communication, Foreign and Commonwealth Office, London

1515-1630

1. Soft power: an evolving challenge

In a world where power is increasingly dispersed and shifting between governments, international bodies, business, non-governmental organisations and individuals how can states harness their soft power?

- How to project and sustain influence and attraction in the long term?
- Can influence be manufactured, and if so how?
- Is reputation fixed? Or can states re-invent themselves?

Katherine Brown

Executive Director, United States Advisory Commission on Public Diplomacy, US Department of State, Washington DC

Ying Zhu

Professor and Chair, Department of Media Culture, The City University of New York, College of Staten Island, New York

Simon Anholt

Independent Policy Adviser; Professor, University of East Anglia

1630-1715

Photograph followed by tea/coffee

1715-1800

2. Is the world at a 'soft power moment'?

Relations between nations are no longer the sole preserve of governments. Business, civil society and the public are increasingly interconnected through technology and actively influencing global policy making.

- How is this changing the way governments use power and influence?
- What impact is this having on the deployment of hard and soft power assets?
- Is there a race for soft power influence, and if so, will there be winners and losers?

Philip Seib

Professor of Journalism, Public Diplomacy and International Relations, University of Southern California, Los Angeles

Martin Roth

Director, Victoria and Albert Museum, London

Mesut Özcan

President, Diplomatic Academy, Ministry of Foreign Affairs, Ankara

1800-1845

3. Influence in action: developing a global campaign - break out exercise (1)

Facilitators:

Jonathan McClory

Independent Strategy Consultant; Associate, Institute for Government, London

Indra Adnan

Director, Soft Power Network, London

Nicholas Cull

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

Ali Fisher

Independent Public Diplomacy Strategist; Principal, Cognitive Architectures, London

1915

Reception followed by dinner

Tuesday 4 February

0800-0900

Breakfast

0915-1030

4. A practical approach to soft power

How to take soft power off the white board and into the real world?

- How do governments foster and create soft power? Can it be deployed effectively and without being diminished?
- Where should governments invest resources in order to maximise influence?
- Does effort and investment equate to impact? Should it?
- What's worked well and what are the lessons learned?

Conrad Bird

Director, GREAT Britain Campaign, Prime Minister's Office and Cabinet Office Communications, London

Alejandro Estivill-Castro

Deputy Head of Mission, Embassy of Mexico, London

Kim Dong-gi

Deputy Director General for Cultural Affairs, Ministry of Foreign Affairs, Seoul

1030-1100

Tea/coffee

1100-1145

5. Influence in action- break out exercise (2)

1145-1300

6. Diplomacy in a networked world

What are the most effective ways of building influence and achieving foreign policy goals in a soft power world?

- How has the social media revolution changed the nature of power?
- How is diplomacy changing as a result?
- How are governments communicating with citizen's space?

Matthew W Barzun

Ambassador of the United States of America to the United Kingdom of Great Britain and Northern Ireland, Embassy of the United States of America, London

Peter Horrocks

Director, Global News, BBC, London

Juan Luis Manfredi Sánchez

Associate Researcher, Real Instituto Elcano; Senior Lecturer, University of Castilla-La Mancha, Cuenca

1300-1430

Lunch

1500-1630

7. New partners: business, cities, diasporas and the unknown...

Is there scope to expand soft power to new constituents and new partners; what looks most promising?

- What can be learned from the increasing role and influence of non-state actors?
- What is the impact and potential of city-to-city diplomacy?
- How can business play a role as a soft power actor?
- What opportunities might people to people and diaspora links (and diplomacy) bring?

Siddharth Chatterjee

Chief Diplomat and Head of Strategic Partnerships and International Relations, Humanitarian Values and Diplomacy Division, International Federation of the Red Cross and Red Crescent Societies (IFRC), Geneva

Patricia Yates

Director, Strategy and Communications, VisitBritain, London

Any Freitas

Associate Professor, Sciences Po; Research Fellow, King's College, London

1630-1700

Tea/coffee

1700-1815

8. Influence in action: break out exercise (3)

1900

Reception followed by Conference dinner

Wednesday 5 February

0800-0900

Breakfast

0915-1045

9. Presentations from groups and critique

Session Chair: Richard Burge

Chief Executive, Wilton Park, Steyning

1045-1115

Tea/coffee

1115-1230

10. What next? Looking to the future

Reflections, conclusions and round up

Session Chair: Hugh Elliott

Director, Engagement and Communication, Foreign and Commonwealth Office, London

Lord Howell of Guildford

Chair, House of Lords Select Committee on Soft Power and British Overseas Influence, London

1245-1400

Lunch

1400

Participants depart

This is a preview programme and as such may be subject to change.

This conference is open to those with expertise to share or an interest in the theme; our aim is to have a broad spread of nationalities and institutions represented. The full cost of participation is £1460. This covers 2 nights' accommodation, all meals during the conference and attendance at all sessions. Special rates may be available for those from non-OECD countries and also academics and NGO representatives.

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