PROGRAMME
PUBLIC DIPLOMACY: MOVING FROM POLICY TO PRACTICE?

Monday 7 – Wednesday 9 June 2010

1034th WILTON PARK CONFERENCE
in co-operation with the Foreign and Commonwealth Office and the US Department of State

Purpose of conference
The conference will bring together perspectives from across the spectrum of public diplomacy practitioners and policy makers, communications specialists from the corporate sector, think-tanks, academics, non-governmental organisations and other experts interested in public diplomacy. Through frank and off the record discussion under the Wilton Park protocol, participants will share ambitions, challenges and opportunities and look for collective solutions to solving foreign policy problems through the emerging discipline of public diplomacy.

For discussion
How to move from the theory of public diplomacy to practical application? Is there a universally agreed definition of public diplomacy and how can this be used to best effect? Are we at a ‘soft power moment’? Is hard power in decline? What are the new opportunities presented by the expansion of the information sphere? Has digital diplomacy gone far enough? What are the tools of successful diplomacy? And who are the most effective messengers? What about the role of cultural diplomacy? How effective is city to city diplomacy and how to build relationships at a local level? What is the role of the corporate sector? What are the relative costs and risks?

MONDAY 7 JUNE

1300 - 1430  Participants Arrive
            Buffet lunch available

1445 - 1510  Welcome to Conference and Introduction to Wilton Park

Richard BURGE
Chief Executive, Wilton Park, Steyning

OPENING REMARKS
Jeremy BROWNE
Minister of State, Foreign and Commonwealth Office, London

1510 - 1645  ARE WE AT A CRITICAL SOFT POWER MOMENT?

Is this the moment when public diplomacy comes of age? When governments recognise the potential of PD versus other forms of military and hard power investment? Is there a shared international understanding of what is meant by public diplomacy and how to crystallise the benefits? How does this relate to strategic campaigning or is it just the kind of fuzzy PR whose impact is invariably impossible to pin down? Where should government’s best invest resources in order to maximise influence?

OBAMA’S FIRST TERM: WHAT ASPIRATIONS FOR PUBLIC DIPLOMACY?
Judith McHALE
Under Secretary of State for Public Diplomacy and Public Affairs, Washington DC

FROM PRACTICE TO POLICY: WHERE NEXT FOR PUBLIC DIPLOMACY?
Ian HARGREAVES
Former Director of Strategic Communications, Foreign and Commonwealth Office, London
1645 - 1730  Conference Photograph followed by Tea/Coffee

1730 - 1900  

**DOES THE MILITARY UNDERSTAND SOFT POWER?**
*How effective is the military in public diplomacy? What are the risks? What about the relative use of resources?*

**Conference Chair:**
Julia PURCELL  
Programme Director, Wilton Park, Steyning

**Stefanie BABST**
Deputy Assistant Secretary General, Public Diplomacy Division, NATO, Brussels

**David KENNING**
Chief Strategist, Bell Pottinger, London

1930  

Reception followed by Dinner

2100  

**After Dinner Speaker**
Simon ANHOLT  
Independent Policy Adviser, Author and Researcher, London

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**TUESDAY 8 JUNE**

0800 - 0900  Breakfast

0915 - 1045  

**REACHING AUDIENCES AND GENERATING TRUST**

**WHOSE BRAND?**
*What can governments learn from the corporate sector in communicating with publics? What is the role of corporates in diplomacy? Should there be greater collaboration between business and governments in public diplomacy efforts? Can corporates be impartial country ambassadors?*

**Faheem AHAMED**
Vice President and Chief Operating Officer, Bates Pangulf LLC, Dubai

**IS FAITH DIPLOMACY A POSSIBILITY?**
*How far can faith be an effective instrument of diplomacy? What lessons for building successful coalitions and campaigns?*

**Tim LIVESEY**
Secretary for Public Affairs to the Archbishop of Canterbury, London

1045 - 1115  Tea / Coffee

1115 - 1245  

**REACHING AUDIENCES: EXPLORING COMMUNICATION PLATFORMS**

**Session Chair:**
Jimmy LEACH  
Head, Digital Diplomacy, Foreign and Commonwealth Office, London

**DIGITAL DIPLOMACY: THE PROMISED LAND OR STRANGERS IN A STRANGE COUNTRY?**

**Richard ALLAN**
Director, European Policy, Facebook, London

**GLOBAL BROADCASTING AND THE RISE OF SOCIAL MEDIA**

**Peter HORROCKS**
Director, BBC Global News, London

1300  

Lunch

1400  

Optional tour of the Wiston House Gardens led by:
**Robert MITCHELL Q Dip.**
Head Gardener, Wiston House, Steyning
THE POWER OF PARTNERSHIPS
Session Chair: 
Alexey GROMYKO
Deputy Director, Institute of Europe, Russian Academy of Sciences; European Programmes Director, Russkiy Mir Foundation, Moscow

STRETCHING THE ‘NEW PUBLIC DIPLOMACY’
Jan MELISSEN
Professor of Diplomacy, University of Antwerp; Head, Clingendael Diplomatic Studies Programme (CDSP), Netherlands Institute of International Relations, The Hague,

INVESTING IN CULTURAL RELATIONS
Stephan ROMAN
Regional Director, West Europe and North America, British Council, Brussels

PLAYING THE FIELD: SPORT AS PUBLIC DIPLOMACY
LU Fengding
Member, Foreign Policy Advisory Group, Ministry of Foreign Affairs; Professor, Foreign Affairs, University of China, Beijing

Geoffrey MATTHEWS

WEDNESDAY 9 JUNE
0800 - 0900  Breakfast
0900 - 1030  PRACTICAL APPLICATIONS OF PUBLIC DIPLOMACY CAMPAIGNS
Introduction to Session: 
Conrad BIRD
Acting Joint Director, Strategic Communications, Foreign and Commonwealth Office, London

CLIMATE CHANGE: MOBILISING THE GLOBAL COMMUNITY
Ben LLEWELLYN-JONES
Deputy Head, Climate Change and Energy Group, Foreign and Commonwealth Office, London

IS PUBLIC DIPLOMACY WORKING IN PAKISTAN?
Ammara DURRANI
Strategic Communications Specialist, Ministry of Information and Broadcasting, Islamabad

1030 - 1100  Tea/Coffee
1100 - 1200  PRACTICAL APPLICATIONS FOR PUBLIC DIPLOMACY CAMPAIGNS
4 parallel discussion groups to critique public diplomacy campaigns

1200 - 1300  WHAT NEXT? LOOKING TO THE FUTURE
Including reports from discussion groups

Session Chair: 
Philip SEIB
Professor of Journalism and Public Diplomacy; Professor of International Relations; Director, Centre of Public Diplomacy at the Annenberg School, University of Southern California, Los Angeles
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