



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 best to harness 'citizen power'? 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 1 **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 2 **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

TUESDAY 8 JUNE

0800 - 0900 Breakfast

0915 - 1045 3 **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 4 **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

1500 - 1630 5 **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

1630 - 1700 Tea / Coffee

1700 - 1830 6 **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

Creative Director, London 2012 Public Diplomacy Campaign, Foreign and Commonwealth
Office, London

1915 Drinks Reception

1945 Conference Dinner

WEDNESDAY 9 JUNE

0800 - 0900 Breakfast

0900 - 1030 7 **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 8 **PRACTICAL APPLICATIONS FOR PUBLIC DIPLOMACY CAMPAIGNS**

4 parallel discussion groups to critique public diplomacy campaigns

1200 - 1300 9 **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

1300

Lunch

1400

Participants Depart