

## Asia-Europe Public Diplomacy Training Initiative 2018

**6<sup>th</sup> Face-to-face Training**  
3-7 December 2018, Vienna, Austria

### Final Programme

Sunday, 2 December 2018	
19:00	<p>Arrival of Participants at Carlton Opera Hotel, Schikanedergasse 4, 1040 Vienna, Austria</p> <p><b>Informal Dinner</b> <i>Café Wortner</i> (Wiedner Hauptstraße 55, 1040 Wien) (10 minutes walking distance from the hotel) Hosted by the Asia-Europe Foundation (ASEF)</p>
DAY 1: Monday, 3 December 2018	
	<p><b>Training Venue</b> <i>Ministry for Europe, Integration &amp; Foreign Affairs</i> Minoritenplatz 8, 1010 Vienna</p>
08:30 – 09:00	<b>Registration</b>
09:00 – 09:30	<p><b>Welcome &amp; Opening Remarks</b> Dr Johannes PETERLIK, Secretary-General, Federal Ministry for Europe, Integration &amp; Foreign Affairs, Austria Ambassador Karsten WARNECKE, Executive Director, Asia-Europe Foundation (ASEF)</p>
09:30 – 11:00	<p><b>Introduction to Public Diplomacy</b> Ambassador Dr Emil BRIX, Director, Diplomatic Academy of Vienna</p>
11:00 – 11:15	Group Photo
11:15 – 11:30	Coffee Break
Session 1: Public Diplomacy in Asia-Europe Relations	
11:30 – 13:00	<p><b>1.1. Asia-Europe Relations &amp; the Asia-Europe Meeting (ASEM), Part I</b> Trainer Dr YEO Lay Hwee, Director, EU Centre in Singapore</p>
13:00 – 14:30	<p>Lunch <i>Minoritenstüberl</i> (Minoritenplatz 5, 1010 Wien)</p>
14:30 – 16:00	<p><b>1.2. Asia-Europe Relations &amp; the Asia-Europe Meeting (ASEM), Part II</b> Trainer Dr YEO Lay Hwee, Director, EU Centre in Singapore</p>
16:00 – 16:30	Coffee Break
16:30 – 18:00	<p><b>1.3. Working Group:</b> <b>Narratives on the Importance of the Asia-Europe Relations &amp; the ASEM Process</b> Trainer Dr YEO Lay Hwee, Director, EU Centre in Singapore</p>
19:00	<p>Dinner <i>Salonplafond</i> (Stubenring 5, 1010 Wien) Hosted by the Federal Ministry for Europe, Integration &amp; Foreign Affairs, Austria</p>

## DAY 2: Tuesday, 4 December 2018

09:00 – 10:30	<b>1.4. Group Presentation of Participants' Narratives</b> Trainer Dr YEO Lay Hwee, Director, EU Centre in Singapore
10:30 – 11:00	Coffee Break
<b>Session 2: Public Diplomacy Tools &amp; Strategies in the New Era</b>	
11:00 – 12:30	<b>2.1. Public Diplomacy Tools &amp; Strategic Communications in Public Diplomacy</b> Ambassador Stephan VAVRIK, Director at the Federal Ministry for Europe, Integration & Foreign Affairs, Austria
12:30 – 14:00	Lunch <i>Cook Café &amp; Bistro</i> (Heldenplatz, 1010 Wien)
14:00 – 16:00	<b>2.2. Impact of Data on Public Diplomacy</b> Mr Odo MANUHUTU, Expert in Asian digital diplomacy & speaker at the 5 <sup>th</sup> Asia-Europe Public Diplomacy Training Initiative in Jakarta, Indonesia (2017); Deputy Assistant (Director) on Maritime & Navigation Safety at Coordinating Ministry for Maritime Affairs, Indonesia
16:00 – 16:30	Coffee Break
16:30 – 18:00	<b>2.3. Working Group:</b> <b>How to Apply Public Diplomacy Tools to Promote ASEM</b> Trainer Mr Odo MANUHUTU, Expert in Asian digital diplomacy & speaker at the 5 <sup>th</sup> Asia-Europe Public Diplomacy Training Initiative in Jakarta, Indonesia (2017); Deputy Assistant (Director) on Maritime & Navigation Safety at Coordinating Ministry for Maritime Affairs, Indonesia

## DAY 3: Wednesday, 5 December 2018

### Session 3: Practical Approaches to Public Diplomacy

11:00 – 12:30	<b>3.2. Diplomatic Negotiations</b> Trainer Dr Alexander MÜHLEN, Expert in diplomacy & multilateral negotiations
12:30 – 14:00	Lunch <i>Labstelle</i> (Lugeck 6, 1010 Wien)
14:00 – 16:00	<b>3.2. Diplomatic Negotiations</b> Trainer Dr Alexander MÜHLEN, Expert in diplomacy & multilateral negotiations
16:00 – 16:30	Coffee Break
16:30 – 18:00	<b>3.3. Exercise: Role Plays Based on Practical Cases</b> Dr Alexander MÜHLEN, Expert in diplomacy & multilateral negotiations
18:30	Christmas market (tour)

## DAY 4: Thursday, 6 December 2018

### Session 4: International Public Diplomacy

09:30 – 10:30	Work visit at the Federal Ministry for Europe, Integration & Foreign Affairs
10:30 – 11:00	Coffee Break
11:00 – 12:30	<b>Session 4.1: Public Diplomacy and the Social Media</b> Ms Amra DUCIC, Department of Digital Communication in the Federal Chancellery of Austria
12:30 – 13:45	Lunch <i>Habibi &amp; Hawara</i> (Wipplingerstraße 29, 1010 Wien)
14:30 – 17:00	Institutional Visit: United Nations Headquarters in Vienna with lecture about the UN Information System

## DAY 5: Friday, 7 December 2018

09:00 – 09:30	<b>Public Diplomacy: Seen from the European Union (Interactive Discussion)</b> Mr Alain MATTON, European External Action Service
09:30 – 11:00	<b>Presentation of Narratives &amp; Proposed Action Plans on Promoting Asia-Europe Relations</b> Facilitator: Mr Alain MATTON, European External Action Service
<b>Session 5: Round Table &amp; Closing Ceremony</b>	
11:00 – 13:00	<b>Round Table Discussion with Representatives from Asian &amp; European MFAs.</b> Moderator: Mr Alain MATTON, European External Action Service  Panellists: H.E. Ms Renu PALL, Ambassador of India to Austria & Permanent Representative to the International Organizations in Vienna Mr Peter GUSCHELBAUER, Spokesperson of the Federal Ministry for Europe, Integration & Foreign Affairs of Austria Ambassador Karsten WARNECKE, Executive Director, Asia-Europe Foundation (ASEF) Representative of another MFA (tbc)  <b>Wrap-Up</b> Ambassador Karsten WARNECKE, Executive Director, Asia-Europe Foundation (ASEF)  <b>Closing Remarks</b> Ms Gabriele MÉON-TSCHÜRTZ, Director of Asia & Pacific Department, Federal Ministry for Europe, Integration & Foreign Affairs, Austria
13:30	Farewell Lunch <i>Justiz Café</i> (Schmerlingpl. 10, 1016 Wien)