ASIA-EUROPE PUBLIC DIPLOMACY TRAINING INITIATIVE
6th Face-to-face Training (3-7 December 2018, Vienna, Austria)
6th Online Course (early 2019)

BACKGROUND
Public diplomacy involves strategies and activities aimed at influencing both the foreign and domestic public, understanding their attitudes towards foreign policy and shaping their views on related issues. These efforts help establish a dialogue across borders that improves understanding of each other, and shapes more positive perceptions of a country’s foreign policy priorities or an organisation’s international relations. For this reason, it is important that those actors responsible for improving the image of their country or organisation have a well-informed understanding of how they are currently perceived. This ensures that new initiatives can be implemented to build on strengths, address any perceived misunderstanding, and improve the overall relationship.

As a contribution to public diplomacy efforts of the 53 Asia-Europe Meeting (ASEM) Partners, the Asia-Europe Foundation (ASEF) established the Asia-Europe Public Diplomacy Training Initiative in 2013, in partnership with the DiploFoundation (Diplo) of Switzerland. Since then, 5 tutored online courses and 5 face-to-face workshops have been conducted and more than 200 participants have benefited from the training.

The materials of the Training utilise the findings of the ASEF dual perceptions studies, “The EU through the Eyes of Asia” and “Asia in the Eyes of Europe”. The findings were drawn from the results of public opinion surveys, the analysis of news items in major media outlets, as well as insights from face-to-face interviews with influential people from 21 different countries across Asia and Europe. Toolkits and training modules were also designed by public diplomacy experts and practitioners as well as senior diplomats with the support of Asian and European diplomatic academies.

OBJECTIVES
Through the Face-to-face Training and the Online Course, participants will gain insights into the current perceptions of diplomacy efforts in Asia and Europe and how to incorporate public diplomacy skills into their daily work. The specific objectives are to:

- Enable participants to deepen their knowledge of public perceptions of Asia and Europe, bi-regional dynamics, and how these affect their work
- Equip them with public diplomacy tools to increase the visibility of the ASEM Process
- Provide practical skills to formulate, develop and deliver a strategic plan to promote ASEM to foreign and domestic public
- Increase networking opportunity for ASEM diplomats to share their experiences and promote deeper understanding of Asia-Europe relations

STRUCTURE & CONTENT
1. 6th Face-to-face Training (3-7 December 2018) in partnership with the Federal Ministry for Europe, Integration & Foreign Affairs of Austria (MoFA Austria)

   Training Topics (Tentative)
   - Introduction to Public Diplomacy
   - ASEM/ASEF & Asia-Europe Relations
   - Public Diplomacy Tools & Strategies
   - Digital Diplomacy
   - Strategic Communications in Public Diplomacy
   - Asia & Europe Mutual Strategic Perceptions

   In addition to the above-mentioned topics, a work visit to international organisations and diplomacy institutes, as well as an experts’ roundtable discussion will be organised.
2. 6th Online Course (early 2019)

The Online Course will be conducted in the early spring of 2019 (dates to be confirmed). Over the course of about 10 weeks, participants will enhance their knowledge of and skills in public diplomacy acquired during the Face-to-face Training. The Online Course will also help them develop practical skills and techniques to construct innovative public diplomacy campaigns and strategies in the context of Asia-Europe relations.

EXPECTED PARTICIPANTS (about 20 participants)

- Young diplomats in departments dealing with Asia, Europe, or ASEM in the Ministries of Foreign Affairs or equivalent of the ASEM Partners
- Diplomats posted by ASEM Partners to ASEM countries who are dealing with public diplomacy
- Representatives from government agencies (culture, tourism, trade and investment, etc.)

EXPECTED PROFILES OF CANDIDATES

- MA degree, or equivalent, or BA degree with at least 3 years of diplomatic working experience
- Currently working in the Asia-Europe context
- High proficiency in English
- Interest in public diplomacy, public affairs or communications

NOMINATION PROCESS

- Submission of nomination by ASEM Ministries of Foreign Affairs should be sent to ASEP (see “CONTACT” below) via e-mail, stating the name, position and email address of the candidate.
- Candidates are required to submit a CV and motivation statement of no more than 250 words (What motivated you to apply for the training initiative? How do you plan to apply the skills acquired from/enhanced by the trainings in your daily work?).
- Selected participants will later be asked to fill up an online registration form.
- Deadline of submissions: Wednesday, 31 October 2018
- Notification of selected participants: Monday, 05 November 2018

TRAVEL COSTS

The organisers will cover:

- Airfare on point-to-point economy class and/or train ticket to travel to/from Vienna through reimbursement
- 5 nights of accommodation in Vienna with check-in on 2 December and check-out on 7 December 2018
- Meals and refreshments during the training programme

DEADLINE

Candidates are requested to send their application by Wednesday 31 October 2018

CONTACT

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