

ASIA-EUROPE PUBLIC DIPLOMACY TRAINING
24 – 27 August 2015 – Bangkok, Thailand

Monday 24 August

TIME	ACTIVITY
Venue : Ministry of Foreign Affairs, 443 Sri Ayudhaya Road, Phyathai - Narathip Auditorium	
13:30 - 14:00	Registration at the Sukosol Hotel (lobby area)
14:00 – 17:00	Cultural visit to Grand Palace (guided tour) – transport leaves at 14:00 and back to hotel at 17:00
17:30 – 18:00	Registration at Ministry of Foreign Affairs continues (5 minutes-walk from the hotel)
18:00 – 19:00	Short introduction by the co-organisers (Asia-Europe Foundation (ASEF), DiploFoundation and National Centre for Research on Europe) Presentation of the training and Introduction of participants <ul style="list-style-type: none"> • Mr Richard WERLY (Correspondent for Swiss daily Le Temps) • Ms Grace FOO (Admin/Project Manager of Asia-Europe Foundation)
19:00 – 21:00	Evening talk and dinner: Internet and diplomacy <ul style="list-style-type: none"> • Dr Jovan KURBALIJA (Founding Director of DiploFoundation)

Tuesday 25 August

Venue : Ministry of Foreign Affairs, 443 Sri Ayudhaya Road, Phyathai - Meeting Room 3, 2nd floor	
08:30 - 09:00	Registration at Ministry of Foreign Affairs continues
09:00 - 09:30	Official welcome <ul style="list-style-type: none"> • Representatives from MFA, Thailand <ul style="list-style-type: none"> - Ambassador Dhiravat BHUMICHITR (Ambassador Attached to the Ministry) - Ms Pannabha CHANDRARAMYA (Deputy Director-General, Department of European Affairs) • Representative from Switzerland - Ambassador Johannes MATYASSY (Assistant State Secretary for Asia/Pacific, Federal Department of Foreign Affairs of Switzerland) • Representative from the European Union (H.E. Ambassador Jesús Miguel Sanz, Head of Delegation of the EU Delegation to Thailand) <p>Moderator: Mr Richard WERLY (Correspondent for Swiss daily Le Temps)</p>
09:30 - 10:00	Keynote speech by Dr Darmp SUKONTASAP (Governor of Thailand, Asia-Europe Foundation)
10:00 - 10:20	Q&A
10:20 – 10:30	Group Photo
10:30 - 10:45	Coffee break

10:45 - 12:45	<p>Session I Asia-Europe relations</p> <ul style="list-style-type: none"> • What does ASEM do? What does ASEF do? • Overview of ASEM and ASEF history: what does it tell us about contemporary Asia-Europe relations? • ASEM successes and challenges: what lessons can we draw from nearly 20 years of existence? • Perspective for new ASEM horizons: what can be achieved through public diplomacy to make ASEM more relevant and successful? <p>Exercise: stage 1 (based on use of media)</p> <p>Trainers: Ms Sunkyoung LEE (Acting Deputy Director of Asia-Europe Foundation) and Dr Cher LAI, (Post-doctoral Fellow, Tsinghua University)</p> <p>Facilitator: Mr Richard WERLY (Correspondent for Swiss daily Le Temps)</p>
12:45 – 14:00	Lunch
14:00 - 16:00	<p>Session II Introduction to Public Diplomacy</p> <ul style="list-style-type: none"> • Traditional diplomacy vs PD • PD definitions and concepts (soft power, nation branding, public relations, propaganda, strategic communications) – class discussion • Main characteristics of PD; purpose; stakeholders; • Non-state actors – class discussion • Nation branding; image/typecasting/stereotyping <p>Trainer: Ambassador Kishan RANA (Professor Emeritus, DiploFoundation)</p> <p>Facilitator: Dr Jovan KURBALIJA (Founding Director of DiploFoundation)</p>
16:00 - 16:15	Coffee break
16:15 - 18:30	<p>Exercise: stage 2 and presentation by trainees Public diplomacy exercise</p> <p>Trainer: Ambassador Kishan RANA (Professor Emeritus, DiploFoundation)</p> <p>Facilitator: Dr Jovan KURBALIJA (Founding Director of DiploFoundation)</p>
19:00 - 21:00	<p>Dinner and Evening talk: Presence Suisse, a striking example of Public Diplomacy</p> <ul style="list-style-type: none"> • Ambassador Johannes MATYASSY (Assistant State Secretary for Asia/Pacific, Federal Department of Foreign Affairs of Switzerland)

Wednesday 26 August

Venue : Devawongse Varopakarn Institute of Foreign Affairs (DVIFA), Government Complex, Chaengwattana – (Common Room)	
08:20	Transport from Sukosol hotel to DVIFA
09:00 - 11:00	<p>Session III Cross Perceptions of Asia and Europe</p> <ul style="list-style-type: none"> • Main outcomes of research on cross-perceptions • Discussion on the role of media in forming images and perceptions • Brief overview of various models in the field • Introduction of categories of analysis and illustrations of how they work <p>Trainers: Prof. Martin HOLLAND (Director of National Centre for Research on Europe)</p> <p>Facilitator: Dr Cher LAI (Post-doctoral Fellow, Tsinghua University)</p>
11:00 - 11:15	Coffee break
11:15 - 12:45	<p>Interactive discussion: Asia-Europe: Cross-cultural understanding and misunderstanding</p> <p>Panel experts:</p> <ul style="list-style-type: none"> • Ambassador Pradap PIBULSONGGRAM, ASEAN Connectivity Coordinating Committee (ACCC) Representative to Thailand • Prof. Martin HOLLAND (Director of National Centre for Research on Europe) • Prof. Joseph THACH (Manusastra Project Director and Associate Professor, Linguist, National Institute of Oriental Studies) • Dr YEO Lay Hwee (Director, EU Centre – Singapore) <p>Facilitator: Mr Richard WERLY (Correspondent for Swiss daily Le Temps)</p>
12:45 - 13:45	Lunch
13:45 - 15:45	<p>Session IV E-diplomacy</p> <ul style="list-style-type: none"> • Feedback from the e-survey • Everything you wanted to know about e-diplomacy but were uneasy about asking • Introduction to group work on scenarios and team formation • Presentation introducing e-diplomacy, including the 5Cs • Q&A and discussion <p>Trainers: Dr Jovan KURBALIJA (Founding Director of DiploFoundation) and Mr Vladimir RADUNOVIC (Director of e-diplomacy and cybersecurity educational and training programmes of DiploFoundation)</p> <p>Facilitator: Mr Richard WERLY (Correspondent for Swiss daily Le Temps)</p>
15:45 - 16:00	Coffee break
16:00 - 18:00	<p>Exercise: stage 3 and presentation by trainees</p> <p>Facilitator: Dr Jovan KURBALIJA (Founding Director of DiploFoundation)</p>
19:00 - 21:00	Thai Cultural Event at DVIFA

21:15	Transport from DVIFA to Sukosol Hotel
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Thursday 27 August

Venue : Ministry of Foreign Affairs, 443 Sri Ayudhaya Road, Phayathai - Meeting Room 3, 2nd floor	
09:00 - 10:30	<p>Interactive discussion on Public Opinion and Public Diplomacy</p> <p>Panel experts:</p> <ul style="list-style-type: none"> • Dr YEO Lay Hwee (Director, EU Centre – Singapore) • Mr Sebastien FALETTI (Asia Correspondent for Le Figaro, Le Point) • Mr Charit TINGSABADH, Director, Centre for European Studies, Chulalongkorn University <p>Facilitator: Mr Richard WERLY (Correspondent for Swiss daily Le Temps)</p>
10:30 - 10:45	Coffee break
10:45 - 12:45	<p>Session V Working with the media</p> <ul style="list-style-type: none"> • How to integrate the media into a public diplomacy campaign • How to manage media players and public affairs consultants • Public relations exercise: Your country is joining ASEM. • How can you convince stakeholders that your country will gain from ASEM membership? <p>Trainers: Mr Richard WERLY (Correspondent for Swiss daily Le Temps) and Mr Sebastien FALETTI (Asia Correspondent for Le Figaro, Le Point)</p> <p>Facilitator: Dr Bernd SPANIER (Head of Sector, HRVP Correspondence, European External Action Service)</p>
12:45 - 13:45	Lunch
13:45 – 17:00	<p>Session VI Exercise: stage 4 Presentation by trainees and feedback</p> <p>Facilitators: Mr Richard WERLY (Correspondent for Swiss daily Le Temps) and Mr Sebastien FALLETI (Asia Correspondent for Le Figaro, Le Point)</p>
17:00 - 17:30	Round-up, feedback and certificate ceremony
17:30 – 17:45	Closing remark by Ms Pattarat HONGTONG (Director of Devawongse Varopakarn Institute of Foreign Affairs)