

PROGRAMME

Tuesday 25 October 2011

9:00 Registration

9:30 Welcome and opening
Paul Demaret, Rector of the College of Europe
Sieglinde Gstöhl, Director, EU International Relations and Diplomacy Studies, College of Europe

9:45 EU diplomacy: the impact of the EEAS
Gerhard Sabathil, Director, European External Action Service, Brussels; Visiting Professor at the College of Europe

10:30-10:45 coffee break

SESSION I Representation: more actors

10:45 Chair's introduction: **The challenges of multi-stakeholder diplomacy**
Brian Hocking, Loughborough University; Visiting Professor at the College of Europe; Senior Visiting Fellow at Clingendael

11:00 **Engaging the BRICS as new global players**
Stephan Keukeleire, TOTAL Chair of EU Foreign Policy at the College of Europe; University of Leuven

11:30 **Postmodern economic diplomacy**
Raymond Saner, Diplomacy Dialogue, Geneva

12:00 Discussion: **The use of multi-actor simulations in diplomatic training**
opened by *Rabih El-Haddad*, Multilateral Diplomacy Training Programme, United Nations Institute for Training and Research (UNITAR), Geneva

13:00-15:00 lunch

SESSION II Communication: more channels

15:00 Chair's introduction: **The challenge of modern public diplomacy**
Alan Hunt, former Director, Foreign Service Programme, Oxford University

15:15 **Intercultural communication crises in contemporary diplomacy**
Raymond Cohen, Professor Emeritus at the Hebrew University of Jerusalem

15:45 **Political reporting in the post-WikiLeaks era**
John Hemery, Director, Centre for Political and Diplomatic Studies, Oxford; Visiting Professor at the College of Europe



16:15-16:30 coffee break

16:30 Branding the EU? The emerging EU public diplomacy

Maria Kokkonen, Deputy Head of Division, Strategic Communications, European External Action Service, Brussels

17:00 Discussion: Training for e-diplomacy

opened by *Jovan Kurbalija*, Director, DiploFoundation, Malta/Geneva; Visiting Professor at the College of Europe

19:00 *Dinner* – after dinner speech: The Middle East after the Arab Spring

Amb. Marc Otte, former EU Special Representative for the Middle East Peace Process; Belgian Ministry of Foreign Affairs, Brussels

Wednesday 26 October 2011

SESSION III Negotiation: more issues

9:30 Chair's introduction: The challenge of integrating multiple issues into coherent diplomacy

Alan Henrikson, The Fletcher School at Tufts University, Medford

9:45 Global health diplomacy

Thomas Zeltner, Global Health Programme, Graduate Institute, Geneva; Professor of Public Health, University of Bern; former Secretary of Health of Switzerland

10:15 Conflict prevention diplomacy

Fabienne Hara, Vice-President (Multilateral Affairs), International Crisis Group, New York

10:45-11:00 coffee break

11:00 The EU's raw materials diplomacy

Signe Ratsø, Director for Market Access and Industry, DG Trade, European Commission, Brussels

11:30 Discussion: Training diplomats as specialists or generalists?

opened by *Amb. Kishan S. Rana*, former Indian Ambassador, Delhi; Professor Emeritus; DiploFoundation, Malta/Geneva

12:45 Conclusion: training the 21st century diplomats

Sieglinde Gstöhl, Director, EU International Relations and Diplomacy Studies, College of Europe

13:00 lunch