



7th ASEF PUBLIC DIPLOMACY TRAINING (ASEFPDT7) 2019

7th Online Course (29 July – 20 September 2019)

7th Face-to-face Training (October 2019, Siem Reap, Cambodia)

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. In this regard, the ASEF Public Diplomacy Training provides diplomats, government officials and civil society representatives a unique opportunity to build or further enhance their public diplomacy skills and exchange best practices.

The ASEF Public Diplomacy Training started in 2013 with the formulation of toolkits and training modules. The training sessions were implemented in 2014, 2015, 2016, 2017 and 2018 with 6 tutored online courses and 6 face-to-face trainings held in Geneva (Switzerland), Kuala Lumpur (Malaysia), Bangkok (Thailand), The Hague (Netherlands), Jakarta (Indonesia) and Vienna (Austria). A total of 249 participants from 50 ASEM Partners have benefitted from the Training. This year, the Face-to-face training will be hosted by the Cambodian Ministry of Foreign Affairs and International Cooperation in the lead up to the 13th ASEM Summit (ASEM13) to be held in 2020 in Cambodia.

OBJECTIVES

Through the Online Course and the Face-to-face Training, 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 and how these impacts the intent and design of their mission;
- To provide practical skills to formulate, develop and deliver effective public diplomacy campaigns and programmes to promote ASEM through real-life examples and case studies; and
- To increase networking opportunity for ASEM diplomats, government officials and civil society actors to exchange best practices and promote deeper understanding of Asia-Europe relations.

STRUCTURE & CONTENT

1. 7th Online Course (29 July – 20 September 2019)

The Online Course will be conducted from Monday, 29 July, until Friday, 20 September 2019. Over the course of 8 weeks participants will obtain an insightful training on the fundamental pillars of public diplomacy. Through the Online Course participants will develop practical skills and techniques to construct innovative public diplomacy campaigns and strategies in the context of Asia-Europe relations. The online course will serve as a basic introduction to Public Diplomacy.

Only participants who have successfully completed the online course will be admitted to the 7th Face-to-face training in October 2019. This approach will boost participation and a greater exchange of information among participants.

The training modules designed by the DiploFoundation will be the following:

- Module 1: Course Introduction & Orientation
- Module 2: Public Diplomacy: Concepts, Methods and Application
- Module 3: The Changing Face of Asia-Europe Relations
- Module 4: Building the National Brand with Public Diplomacy
- Module 5: Using Digital Tools & Social Media
- Module 6: Interacting with Non-State Actors
- Module 7: Public Diplomacy Campaigns
- Module 8: Final Assignment

2. 7th Face-to-face Training (October 2019) in partnership with the Ministry of Foreign Affairs and International Cooperation of the Kingdom of Cambodia

The Face-to-face training functions as an intensive skills-oriented module that focuses on the practical interaction between the selected participants. Over the span of 4.5 days and with the help of professional trainers with a background in public diplomacy, the participants will expand the knowledge they acquired through the online course.

The training topics will be:

- ASEM/ASEF & Asia-Europe Relations
- Public Diplomacy Strategy
- Public Diplomacy Campaigns & Social Media
- Cultural Diplomacy
- Perceptions: Asia & Europe (Tentative)

In addition, a cultural tour will be arranged, as well as an experts' roundtable discussion will be organised.

EXPECTED PARTICIPANTS (25-30 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.)
- Civil society members whose work is influencing public diplomacy

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

- Submissions of nominations by ASEM Ministries of Foreign Affairs should be sent to ASEF (see "CONTACT" below) via e-mail, stating the name, position and email address of the candidate.
- Candidates are required to submit a CV and a well-structured motivation statement of no more than 250 words. Selected participants will later be asked to fill up an online registration form.
- **Deadline of submissions: Friday, 12 July 2019**
- Notification of selected participants: Friday, 19 July 2019

TRAVEL COSTS

The organisers will cover:

- Airfare on point-to-point economy class and/or train ticket to travel to/from Siem Reap, Cambodia, through reimbursement
- 5 nights of accommodation in the training venue with check-in (details to follow)
- Meals and refreshments during the training programme

CONTACT

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