Actors and Actions in a Globalized World:
Public Diplomacy Symposium 2013
November 1, 2013

Co-Chairs: Nicole Audette (nkaudett@syr.edu/315-491-8716)
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This symposium is aimed at generating conversation about what public diplomacy really is. Although some theorists may argue that public diplomacy has been around for centuries, few people actually know what it means. The goal of this symposium is to educate the SU student population and increase awareness across relevant academic fields about the actors and actions involved in public diplomacy.

The three panels we have chosen reflect three main trends in the field: nations, the media, non-state actors. Each panel will have one theorist in that specific field who will guide the conversation with three practitioners providing real life examples.

Opening Lecture: What is Public Diplomacy?
This lecture is meant to set the tone for the symposium. It will discuss an overview of the field and its evolution today to include a multitude of actors. The lecture will demonstrate the importance of this field to both governments and the general public. It will provide an introduction to the three panels and some predictions for the future.
The prospective speakers include:
1) Nichole Allem (Senior Advisor for Public Affairs at U.S. Department of State, Syracuse PD Alumni)

Panel 1: Smart Power, Smart Nations
This panel is aimed at discussing the role of nation branding in public diplomacy. The conversation will center on how countries try to present themselves to foreign publics, and in turn how foreign publics actually perceive these nations. Included in the discussion will be different strategies used by different nations, the importance of these types of tactics, and the increasing role of publics in diplomacy.
The prospective speakers include:
1) Thomas Cromwell (Founder and President of East West Communications)
2) Juan Carlos Molleda (Professor in the Department of Public Relations and director of the MAMC Global Strategic Communication of the College of Journalism and Communications at the University of Florida (UF))
3) Craig Hayden (Assistant professor in the International Communication Program at American University’s School of International Service)
4) Amer Yaqub (Senior Vice President of Global Advertising Sales at the Foreign Policy Group)
5) Ambassador Edward Walker Jr. (Professor of Global Political Theory at Hamilton College)
Panel 2: The Power of the Media in Egypt’s Uprising
This panel is aimed at discussing the role of mediated public diplomacy and the rising importance of social media. The conversation will look at three different media actors involved in the changing of power in Egypt. It will include the perspective of an international news organization, a social media theorist, and a governmental media institution.

The prospective speakers include:
1) Guy Golan (Professor of Public Relations and Public Diplomacy at the S.I. Newhouse School of Public Communications at Syracuse University)
2) Sean Powers (Assistant professor in the Department of Communications at the University of Georgia)
3) Erik Nisbet (Assistant professor at the School of Communication at The Ohio State University)
4) Omnia Al Desoukie (Student at the S.I. Newhouse School of Public Communications at Syracuse University, Egyptian Journalist)

Moderator:
5) Ryan Suto (Research Associate, Tahrir Institute for Middle East Policy, SU Alumni)

Panel 3: The Global Participant in All of Us
This panel is aimed at discussing the rise of new public diplomacy which centers on the increasing importance of non-state actors. The conversation will center on influence of different nongovernmental actors on foreign policy. The nonprofits will touch on the difference between advocacy and diplomacy, while the international business representatives will discuss the difference between good business and diplomacy. Ultimately this panel will demonstrate the strategic use of publics to influence the policy decisions of governments.

The prospective speakers include:
1) Olga Zatepilina-Monacell (Assistant professor at Appalachian State University, SU Alumni)
2) Mark Nerenhausen (Director and Professor of Practice of the Janklow Arts Leadership Program at Syracuse University)
3) Monique Beadle (Falling Whistle, Advocacy)
4) Charlie Benjamin (President of the Near East Foundation)

Moderator:
5) Hans Peter Schmitz (Associate Professor of Political Science at the Maxwell School of Citizenship and Public Affairs and the Co-Director of School’s Transnational NGO Initiative at the Moynihan Institute of Global Affairs at Syracuse University)
Keynote lecture:
John Prendergast (Human Rights Activist and Founder of the nonprofit Enough/ Worked in the Clinton Administration, State Department, National Intelligence Council, UNICEF, Human Rights Watch, International Crisis Group, and US Institute for Peace)

Agenda
Thursday, October 31, 2013
7:00pm-9:00pm: Dinner

Friday, November 1, 2013
9:00am: Breakfast
9:30am-10:00am: Introduction Lecture
10:00am-11:30pm: Panel 1
11:30am-12:30pm: Lunch
12:30pm-2:00pm: Panel 2
2:00pm-3:30pm: Panel 3
3:30pm-5:00pm: Keynote Speaker and Exchange Launch
5:00pm-5:30pm: Reception

Symposium Planning Committee
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