



Picture: Martí Estruch - Diplocat

THE ROLE OF PUBLIC DIPLOMACY IN THE DIGITAL AGE Comparatives Models

Barcelona, 3 May 2019

Sant Pau Art Nouveau Site. Pau Gil Room – C/ de St. Antoni Maria Claret, 167, 08025 Barcelona

Please confirm your attendance at info@diplocat.cat

PROGRAMME

PublicDiplomacy

- 9.00h **Welcome**
- **Laura Foraster**, Secretary General, Public Diplomacy Council of Catalonia - Diplocat
- 9.30h **Keynote speech: The Role of Public Diplomacy in the Digital Age**
- **Nicholas J. Cull**, Professor of Public Diplomacy and Director of the Master's Program in Public Diplomacy, University of Southern California (USC)
- 10.30h **Coffee Break**
- 11.00h **Public Diplomacy Best Practices**
Chaired by **Teresa Turiera**, Journalist
- **Spanish Autonomous Communities and Public Diplomacy: Joan David Janer**, Associate Professor of Public International Law, University of the Balearic Islands
 - **New Trends in Public Diplomacy: Corneliu Bjola**, Associate Professor in Diplomatic Studies and Head of the Oxford Digital Diplomacy Research Group, University of Oxford
 - **The European Commission model: Manel Camós**, Retired European Commission Officer
- 11.45h **Discussion**
- 12.15h **Sectoral Models of Public Diplomacy**
Chaired by **Laura Pous**, Journalist, Head of World and Economy Area, Catalan News Agency (ACN)
- **Sports Diplomacy: Jordi Calsamiglia**, Board Member of FC Barcelona
 - **Digital Diplomacy: Juan Luís Manfredi**, Associate Professor of Journalism, University of Castilla-La Mancha
 - **Economic Diplomacy: Teresa Navarro**, General Manager, FemCAT
 - **Cultural Diplomacy: Àlex Hinojo**, Digital Officer, Institut Ramon Llull
 - **Science and Technology Diplomacy: Alexis Roig**, Chief Executive Officer, SciTech DiploHub
- 13.30h **Discussion**
- 14.00h **Closing Session**