

MARPE conference

May 31

14:00 to 17:15 (London time)

15:00 to 18:15 (Paris time)

16:00 to 19:15 (Bucharest time)

June 1

09:00 to 12:00 (London time)

10:00 to 13:00 (Paris time)

11:00 to 14:00 (Bucharest time)

Marpe diplo:

Fostering European Citizenship
through Public, Organisational and Civic Diplomacy

Monday May, 31

14:00 to 14:15 - Welcome session (on-line)

ISCSP President – Ricardo Ramos Pinto

MARPE Diplo Coordinator & 1st Vice-President

Université de Lorraine – Hélène Boulanger

ISCSP Communication Science Coordinator –

Sónia Sebastião

**14:15 to 14:35 – Opening session (presentation
by Ricardo Ramos Pinto)**

Francisco André, State Secretary for Foreign
Affairs and Cooperation

**14:35 to 15:00 – Keynote Speaker (presentation
by Sónia Sebastião, ISCSP)**

Nicholas Cull (on-line)

“The power of soft power and new forms of
diplomacy (public diplomacy / organizational
diplomacy / people to people diplomacy)”

Chair, Master's Program in Public Diplomacy,
USC Annenberg School for Communication
and Journalism

Director of the University of Southern
California's Master of Public Diplomacy
program

A pioneer scholar and educator in the field of
public diplomacy, Nick Cull is a historian of the
role of mass communication in foreign policy.

**15:00 to 15:15 – Q&A (Moderator, Sónia
Sebastião, ISCSP)**

15:15 to 15:20 – Break

**15:20 to 16:15 – Session 1: From hard to soft
power in Public Diplomacy (video)**

Chair: Sandra Balão - ISCSP

15:25 to 15:35 Alexandre Markovic: Third
countries diplomatic organisations and
discourses in time of war: the
Nagorno-Karabakh conflict in 2020
between Armenia and Azerbaijan

15:35 to 15:45 Asma Bassoum: The power of
compassionate communication in public
diplomacy

15:45 to 15:55 Sofiane Oubela: EU Green
Diplomacy On-Boarded In European Soft
Power in Africa: for the better?

15:55 to 16:05 Lucile Desmoulins: From
latent para diplomacy, to patent public
diplomacy: The figure of organic think tanker

16:05 to 16:15 - Q&A

16:15 to 16:25 – Break

**16:25 to 17:05 – Session 2: The never-ending
evolution of Public Diplomacy (video)**

Chair: Teresa Almeida e Silva, ISCSP

16:30 to 16:40 Mihaela Păun: The role of
health diplomacy in a pandemic: Romanian,
Italian and Chinese perspectives

16:40 to 16:50 Hélène Boulanger &
Anne-Marie Cotton: The EU's use of public
diplomacy on social networks: 2019-2020

16:50 to 17:00 Gabriela Seccardini: Nation
Branding and Tourism Soft Power in Public
Diplomacy. Croatia's riviera and dark war
tourism PR management

17:00 to 17:10 - Q&A

17:10 to 17:15 – Closing day

Susana de Carvalho Spínola, ISCSP

MARPE conference

Tuesday June, 1

9:00 to 9:05 – Introduction day 2 – Sónia Sebastião, ISCSP

9:05 to 9:30 – Keynote Speaker (presentation by Teresa Almeida e Silva, ISCSP)

Jim Macnamara (on-line)

“Public Relations and Public, Organisational, and Civic Diplomacy in a World of Disinformation and ‘Disinfodemics’”

Professor Jim Macnamara PhD is Professor of Public Communication at the University of Technology Sydney (UTS) and Associate Dean, Engagement and International of the Faculty of Arts and Social Sciences at UTS.

Visiting Professor at The London School of Economics and Political Science (LSE) and a Visiting Professor at the London College of Communication (LCC) in the University of the Arts London (UAL).

He is the author of 16 books and more than 100 academic and professional journal articles across journalism, media studies, public relations, communication, political science, and cultural studies disciplines.

9:30 to 9:45 – Q&A (Moderator – Teresa Almeida e Silva, ISCSP)

9:45 to 9:50 – Break

9:50 to 10:35 – Session 3: Organisational Diplomacy & the Global Common Goods (video)

Chair: Sandra Balão - ISCSP

09:55 to 10:05 Juliana Santos: Advocacy and the role of Human Rights Organizations in the Brazilian Legislative: Rede Justiça Criminal campaigns

10:05 to 10:15 Andreia Soares: Sustainability as a social responsibility policy in organizations: the Secil Group example

10:15 to 10:25 Juan Luis Manfredi: Leadership & Corporate Diplomacy in the Post-Covid World

10:25 to 10:35 - Q&A

10:35 to 10:45 – Break

10:45 to 11:40 – Session 4: Reinforcing the role of the citizen in diplomacy (video)

Chair: Susana de Carvalho Spínola - ISCSP

10:50 to 11:00 Sónia Sebastião & Isabel Soares: Environmental Diplomacy: from transnational policies to the role of ambassadors – David Attenborough contribution (2018-2020)

11:00 to 11:10 Camelia Cmeciu: Representing connective action online protests – (Re)tweeting the Romanian #rezist protests worldwide

11:10 to 11:20 Raluca Moise: Mediation Strategies and Agency in Citizen Diplomacy. Case Study: Un roman in UK [A Romanian in UK]

11:20/11:30 Anca Anton: Moving beyond citizen diplomacy: the unattached diplomats

11:30 to 11:40 - Q&A

11:40 to 12:00 – Closing conference

**MARPE Network coordinator - Anne-Marie Cotton
ISCSP 1st. vice-president - Alice Trindade**

Registration: <https://forms.gle/Wr2THBwdS4PQqskP6>



MARPE network

