



#ASEFPDT
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8th ASEF Public Diplomacy Training (ASEFPDT8)

Training Leaflet

Online Course (23 October – 17 December 2020)
Specialised Virtual Workshop Series (February 2021)

OVERVIEW

The ASEF Public Diplomacy Training (ASEFPDT) combines participatory online learning and face-to-face interactions facilitated by public diplomacy experts and trainers. The modules are designed to keep participants abreast of new developments in the field through peer-to-peer learning, analysing case studies and designing strategic campaigns.

ASEFPDT Alumni are encouraged to apply the practical skills they acquired through the online course and the face-to-face training in their work to increase foreign and domestic publics' awareness of the ASEM Process and ASEF.

Since its inception in 2013, ASEF has co-organised 7 tutored online courses and 7 face-to-face collaborations, across Asia and Europe, benefitting more than 250 junior diplomats and civil servants from 52 ASEM Partners.

COMPONENTS

In light of the recent global COVID-19 pandemic, the Online Course component of ASEFPDT will be complemented with a specialised virtual workshop series instead of the usual physical training. We are collaborating with several institutions and key experts in the field of public diplomacy to deliver a unique online learning experience for selected participants. All activities will provide opportunities for Asian and European diplomats to connect and establish a network.

First Component: Online Course (23 October to 17 December 2020)

The online component of ASEFPDT8 is designed and managed by [DiploFoundation](#). Participants will read the provided lecture text, adding questions, comments and references in the form of hypertext entries on an online training platform. The course methodology is based on collaborative approach to learning, which means that the trainers and other participants will read and respond to these entries, creating interactions based on the lecture text. All course activities are asynchronous so that participants can take care of these activities whenever it is convenient for them. The only fixed activity is the one-hour long weekly session where trainers and participants will meet in either a chat room or a Zoom meeting room to discuss the weekly topic.

Focus time required per week over the course of 8 weeks: 4 hours (including chat session)

The modules designed by the training organisation are the following:

Module 1. Public diplomacy: Concepts and methods

This module introduces participants to the theory of public diplomacy and its role in Asia-Europe relations. It looks in depth at the tools, methods and tasks needed for successful public diplomacy initiatives.

Module 2. The changing face of Asia-Europe relations

This module looks at the changing realities in the context of Asia-Europe relations, and specifically at the ASEM process, focusing on current trends and issues as well as future insights likely to shape relations between Asia and Europe.

Module 3. Images and perceptions in public diplomacy

The module elaborates public diplomacy frameworks (techniques, tools, levels) and places them in the Asia-Europe context.

Module 4. Using digital tools and social media in public diplomacy

Diplomatic activities are increasingly supported by Internet tools as diplomats rely on the Internet to find information, communicate with colleagues via e-mail, negotiate draft texts in electronic formats; and increasingly use new social networking platforms to enhance their communication for and with the public. This module focuses on opportunities and challenges Internet tools offer for diplomatic activities and introduces various e-diplomacy tools with a special focus on social media.

Module 5. Non-state actors in public diplomacy

This module focuses on how to identify, map and engage with key decision-, policy- and opinion-makers from the non-state sector, i.e., media, civil society, the private sector, academia, and government. Participants will learn how to select, approach and engage in a dialogue with relevant stakeholders to communicate their positions, and how to influence and build networks for information gathering and future initiatives.

Module 6. How to manage a public diplomacy campaign

Drawing on experience from recent successful public affairs ventures, participants will learn how to plan, organise and manage public events ranging from business forums to academic exchanges, sports, cultural, and tourism campaigns. They will acquire skills and techniques to deal with advertising agencies, consultancies and public relations firms.

The first week is about Course Introduction & Orientation and the final week is allocated for the Final Assignment.

Second Component: Specialised Virtual Workshop Series (February 2021)

Participants who have successfully completed the Online Course will have special access to the exclusive ASEFPDT Virtual Workshop Series. The workshops will be led and facilitated by key experts in the fields of public diplomacy, communications and international relations. The topics we are exploring include crisis communications, intercultural communication and diplomatic negotiations. These topics are subject to changes.

More information about the workshop series will be communicated to participants during the implementation of the first component.

OBJECTIVES

Through the Online Course and the Specialised Virtual Workshop Series, participants will gain insights into the current public diplomacy efforts in Asia and Europe and how to elevate their public diplomacy skills to be relevant to the current needs. The specific objectives are to:

- Enable participants to deepen their knowledge of public perceptions of Asia and Europe, bi-regional dynamics, and how these impact the intent and design of their mission;
- Provide practical skills to formulate, develop and deliver effective public diplomacy campaigns and programs to promote the ASEM Process through real-life examples and case studies; and
- Increase networking opportunities for ASEM diplomats, government officials and civil society actors to exchange best practices and promote deeper understanding of Asia-Europe relations.

TARGET PARTICIPANTS (25-30 participants)

- Early-/mid-career diplomats in departments dealing with Asia, Europe, or ASEM in the Ministries of Foreign Affairs or equivalent of the ASEM Partners
- Early-/mid-career diplomats posted by ASEM Partners to ASEM countries who are dealing with 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's project coordinator (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 motivation letter, detailing the applicant's interest and desire to take part in the Training. Letters should be addressed to Dr Yannick BINEAU, Director, Governance & Economy Department, ASEF. (Kindly take note that motivation plays an important role in selecting the participants.)
- Selected participants will later be asked to fill out an online registration form.
- **Deadline of submissions: Thursday, 15 October 2020, 23:59 SGT**
- Notification of selected participants: Tuesday, 20 October 2020

No registration or participation fee. The organisers will cover all training fees.

CONTACT

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