

# Training Leaflet

## 10<sup>th</sup> ASEF Public Diplomacy Training

August – November 2022



### BACKGROUND

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 9 tutored online courses and 7 face-to-face collaborations, across Asia and Europe, benefitting more than 400 diplomats and civil servants from 52 ASEM Partners. In 2020, a webinar series was launched as a sub-component of the Training, which covered topics on cybersecurity, crisis management and culminated in the publication of the 2<sup>nd</sup> edition of the ASEF Public Diplomacy Handbook.

This year marks the 10<sup>th</sup> anniversary of the ASEF Public Diplomacy Training a meaningful milestone for the cross-continental project series. ASEF and its partners are honoured to be hosted by the Ministry of Foreign Affairs and Trade of Hungary for this special commemorative occasion.

### OBJECTIVES

The primary objective of the online course is to enhance the participants' skills to listen, understand, exchange views, collaborate and deliver an effective message to shape public perception and opinion in the context of Asia-Europe relations.

After completing the online course, participants are expected to:

- Gain deeper knowledge of public perceptions of Asia and Europe, bi-regional dynamics, and how these affect their work as diplomats and civil servants.
- Increase their understanding of contemporary public diplomacy.
- Identify tools and strategies to increase the visibility of the ASEM Process.
- Identify, map and engage with key decision-, policy- and opinion-makers and shapers (state and non-state actors).
- Gain practical skills to formulate, develop and deliver effective public diplomacy campaigns to promote ASEM to foreign and domestic public.
- Increase networking opportunity for ASEM diplomats to share their experiences and promote deeper understanding of Asia-Europe relations.

### STRUCTURE & CONTENT

#### 10<sup>th</sup> ASEFPDT - Online Course (September – October 2022)

The online component of ASEFPDT10 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.

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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 a chat session).

The modules designed by the online training provider are the following\*:

### Module 1. Public diplomacy: Concepts and communications skills

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. It also touches upon basics of general communication skills needed for effective communication.

### Module 2. Nation branding

This module address the common concern of how the ensure that the international audiences perceive a country in a favorable way, as this affects many stakeholders, from the tourism industry, business enterprises, associations of commerce and industry, and others that look to trade and foreign direct investments (FDI). Image also affects the country's attractiveness and its political influence.

### Module 3. Non-state actors, cultural and diaspora 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, diaspora, 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 4. Digital tools

Internet tools increasingly support diplomatic activities as diplomats rely on the internet to find information, communicate with colleagues, negotiate draft texts in electronic formats; and 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. Crisis communications

This module focuses on the ever-increasing need to articulate one's view on a crisis caused by different factors, from natural disasters to armed conflicts. It discusses how to address these needs from different angles, from expressing the official standpoint of your country regarding the situation to providing clear instructions on your nationals living in or travelling to the affected regions.

### Module 6. Strategy and campaigns

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.

\* 10<sup>th</sup> ASEFPDT - Online Course Modules are subject to changes

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Only participants who have successfully completed the online course will be admitted to the 10<sup>th</sup> Face-to-face training in November 2022. This approach will boost participation and a greater exchange of information among participants.

### 10<sup>th</sup> ASEFPDT – Face-to-Face Training (21 – 25 November 2022)

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 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.

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

### TARGET PARTICIPANTS (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, designation and e-mail address of the candidate; and put the Governance & Sustainable Development Department in copy.
- Candidates are required to submit a CV and a motivation letter, detailing the applicant's interest and desire to take part in the Training. 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: 21 August 2022
- Notification of selected participants: 29 August 2022

### TRAVEL COSTS

The organisers will cover:

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

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

**#ASEFPDT10**

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### CONTACT

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