

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 10 tutored online courses and 8¹ face-to-face collaborations, across Asia and Europe, benefitting more than 400 diplomats and civil servants from Asia and Europe.

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

11th ASEFPDT - Online Course (5 October- 9 November 2023)

¹ Due to the COVID-19 pandemic and travel restrictions, a webinar series was launched as a sub-component of the Training in 2020 and 2021.

The online component of ASEFPDT11 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 5 weeks: 5-7 hours (including a chat session).

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

Module 1. What is public diplomacy?

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. Public diplomacy goes digital

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 3. Public diplomacy partnerships: Interacting with non-state actors

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. Public diplomacy 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.

Module 5. Basics of nation branding

This module addresses the common concern of how to ensure that the international audiences perceive a country in a favourable 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.

* 11th ASEFPDT - Online Course Modules are subject to changes

Only participants who have successfully completed the online course will be admitted to the 11th Face-to-face training. This approach will boost participation and a greater exchange of information among participants.

11th ASEFPDT – Face-to-Face Training (20-24 November 2023, Canberra, Australia)

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.

The training topics/modules will be decided in consultation with the Host (Australia). In addition, a cultural tour could be arranged as part of a module on Cultural Diplomacy.

TARGET PARTICIPANTS (20-30 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.

Training Leaflet

ASEF Public Diplomacy Training

October-November 2023



- **Deadline of submissions: Sunday, 24th September 2023**
- **Notification of selected participants: 2nd October 2023**

COSTS

- ASEF will cover airfare on point-to-point economy class and/or train ticket to travel to/from Host country, and visa costs if applicable through reimbursement.
- Host will cover 5 nights of accommodation near the training venue with check-in (details to follow).
- ASEF and Host will cover meals and refreshments during the training programme

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

CONTACT

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Host:



Australian Government
Department of Foreign Affairs and Trade



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