

**PUBLIC DIPLOMACY: ...towards a new approach for governing effective relationships with foreign stakeholder communities to reinforce the identity of Italy**

A professional workshop organised by **Ferpi** (Italian Federation of Public Relations) and the **Istituto Diplomatico of the Italian Ministry of Foreign Affairs (MAE)** for 25 senior Italian diplomats, delegation counsellors with minimum ten years of career.

The purpose of the initiative is to update the body of knowledge on Public Diplomacy by

- informing on the evolution of the concept
- increasing the awareness on its dynamics as practiced by public sector institutions as well as other private or social organizations
- identifying (theoretic and practical) convergence between public relations and public diplomacy

The workshop is intended as a four half day sessions workshop on the afternoons of **3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> of March 2009**, hosted in Villa Madama (Rome), seat of the Istituto Diplomatico.

*The main language is English.*

Tutors:

**Toni Muzi Falconi** (Ferpi) – He is Senior Counsel of Methodos, a strategic management consultancy, and professor of Public Relations at LUMSA University (Rome) and of Global Relations and Intercultural Communication at the New York University's Master of Science in Public Relations and Corporate Communication. He was Past President of FERPI and founding President of the Global Alliance on Public Relations and Communication Management. He is also member of the Commission for Global Public Relations Research of the Institute for Public Relations.

**Fabio Ventoruzzo** (Ferpi)- Graduated in Public Relations (University of Udine), he is senior consultant of Methodos, specialized in Stakeholder Relationship Management and Public Affairs processes. He also assists lectures of Public Relations at LUMSA University (Rome). He is professional associate of FERPI and founding member of CeRRPMed, the Research Centre for Public Relations in the Mediterranean Area.

**Program:**

**3<sup>rd</sup> March - Public Diplomacy: concept, history and recent developments**

3 – 4 pm

*General introduction – Toni Muzi Falconi & Fabio Ventoruzzo (I)*

These recent years have seen an increased global attention to the practice of Public Diplomacy, intended as those efforts of Nation-State institutions, as well as of private and social sector organizations, to develop effective relationships with economic, cultural and social communities in foreign Countries based on dialogue, exchange, good will, understanding and co-participation.

Features of the two traditional schools of practice of public diplomacy (realist and liberalist approach) and, more recently, the emergence of a third school, defined as sociological globalism.

4 - 5.30 pm

*Guest lecturer – Dejan Verčič (SLO)*

He will focus on the growing convergence between public diplomacy and public relations in international strategic communication.

5.30 - 7.30 pm

*Project work*

An analysis of Italian public diplomacy efforts in foreign Countries which are actually detectable.

**4<sup>th</sup> March - From communicating at/to publics, to governing relationships with stakeholders**

3 – 4 pm

*General introduction – Toni Muzi Falconi & Fabio Ventoruzzo (I)*

The growing awareness of any organization as a network of relationships in relationships with other organizations, mandates that the traditional “communicating-at/to publics” approach, migrate to a more effective “relationships-with publics” model. Nonetheless, communication remains the principal tool for developing effective and direct relationships with influential publics in order to improve the quality of organizational decision-making processes; by selectively identifying and relating with specific stakeholder publics; and listening to their expectations when related to the organization’s general aims as well as to its specific objectives.

4 - 5.30 pm

*Guest lecturer – Mindi Kasiga (EAT)*

She will elaborate on the experience of the Government of Tanzania.

5.30 - 7.30 pm

*Project work*

An elaboration of a potential transition phase from a “communicating-to” to a “relating-with” concept to the traditional practices of Italian Public Diplomacy activities.

**5<sup>th</sup> March - The generic principles and specific applications approach to global relationships**

3 – 4 pm

*General introduction – Toni Muzi Falconi & Fabio Ventoruzzo (I)*

The discontinuity induced by the current globalization nurtured by information and communication technologies (i.e. the disruption of concepts of space and time) has driven the global Public Relationship community to conceptualize, define and begin to practice a new framework/approach defined as "generic principles and specific applications". Generic principles - in the specific context of Public Diplomacy - imply the implementation of basic and fundamental values, public policy and communicative principles defined by the organization (Government or private and social organization) in developing relationships; while specific applications imply that those generic principles are only valid when carefully adapted to the specific public relationship infrastructure of a specific territory.

4 - 5.30 pm

*Guest lecturer - **Sriramesh Krishnamurthy (IND)***

He will elaborate on the intellectual and operational basis of this paradigm also by bringing case samples from global private and public organisations.

5.30 - 7.30 pm

*Project work*

An elaboration of the generic principles concept currently adopted by the Italian Government

**6<sup>th</sup> March - Public relations infrastructure in Emerging Countries**

3 – 4 pm

*General introduction – Toni Muzi Falconi & Fabio Ventoruzzo (I)*

The public relationships infrastructure of a country is the combination of a detailed analysis and continual update of its legal, political, economic, active citizenship, socio cultural and media systems.

The dynamics of each of these systems is monitored by identified indicators which bear significant impact on how an institution or organization may develop effective relationships with the economic, cultural and social communities of a country.

4 - 5.30 pm

*Guest lecturer - **Roger Hayes (UK)***

He will discuss on how public and private organizations are working on public diplomacy programmes around the world.

5.30 - 7.30 pm

*Project work*

An elaboration of the public relationship infrastructure of Italy today.

**Guest lecturers:**

**Dejan Verčič (Slovenia)**

Founding partner in Pristop, a communication management consultancy based in Ljubljana and Associate Professor for Public Relations at the University of Ljubljana. He is also co-editor of The Handbook of Global Public Relations and Public Relations and Communication in Europe. In 2001 he was awarded the Alan Campbell-Johnson Medal for outstanding service to international public relations by the UK Chartered Institute of Public Relations (of which he is a Fellow). Since 1994, he organizes an annual International Public Relations Research Symposium – BledCom.

**Mindi Kasiga (Tanzania)**

She is Senior Communication Officer in charge of coordination of Government Communication at the Directorate of Communication and Press in the Office of the President of Tanzania. She studied Communications Arts in the US, majoring in Public Relations and Electronic Media. She is a member of a recent-established Tanzania chapter of International Association of Business Communicators, a member of Communications Honor Society of American Universities and a member of Eastern and Southern Africa Youth Initiative.

**Sriramesh Krishnamurthy (India)**

Dr. Krishnamurthy Sriramesh taught at Purdue University, the University of Florida, and Nanyang Technological University in Singapore, from 1991 until 2008. Now he's teaching at the School of Business, Massey University in Wellington, New Zealand. He has won several teaching and research awards including the prestigious Pathfinder Award from the Institute for Public Relations (USA). He has co-edited The Handbook of Global Public Relations: Theory, Research, and Practice, Public Relations Research: European and International Perspectives and edited Public Relations in Asia: An anthology. He also has published over 50 journal articles and book chapters and has presented over 60 research papers, seminars, and invited talks in over 20 countries. He serves as the Associate Editor of the Journal of Communication Management and is on the editorial board of several other journals.

**Roger Hayes (United Kingdom)**

Roger Hayes, senior counsellor, APCO Worldwide, specializes in international strategic communication with a particular interest in emerging markets. Mr. Hayes has worked for both governments and the private sector and trained, consulted and managed events in South Africa, Zimbabwe, Kenya, Uganda, Ghana, Turkey, India, China, South East Asia and Eastern Europe. Before joining APCO, he was chief executive officer of the International Institute of Communications (IIC); running conferences and seminars, undertaking research and publishing. For many years, he was directorate general of the British Nuclear Industry Forum (NIA) where he was chief spokesman and trade promoter during a particularly difficult time for the industry. He has also held senior public affairs and strategic communication positions with Ford, Thorn-EMI (EMI) and PA Consulting Group. He writes and lectures on business diplomacy and business relationship issues. He is a graduate of London University and University of Southern California and is currently a part-time doctoral research associate at Henley Business School.