

MARPE talk Ghent

6 feb 2019 9.30-12.30

Arteveldehogeschool. Campus Kantienberg. Voetweg 66.

A Public Diplomacy perspective on Brexit

Are States ignoring the power of Soft Power?

Speakers:

Nicolas Baygert (Professor, ULB, IHECS, Sciences Po Paris, CELSA)

Alastair McCapra (CEO, Chartered Institute of Public Relations)

Pierluigi Puglia (Head of Communications, British Embassy, Rome)

Nicholas Whyte (Senior Director, APCO Global Solutions)

Moderator:

Richard Linning (Public Diplomacy and Outreach Project,
EU Delegation Ha Noi Vietnam)

Registration: www.marpenetwork.eu

MARPEnetwork



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MARPE's aim is to bring "learners" (students, lecturers, professionals) from different countries, languages and cultures together. Federating element: public relations (although we all have a different "academic" definition of the concept, we all mean the same at the end of the day when it comes to practice). Back mid-eighties, MARPE was innovative: implementing mobility before Erasmus projects did.

We are keeping this flame alive and therefore moved from an education platform to a mixed education & research network involving practitioners in the latter (research) for the benefit of students (education).

Reflecting on subjects to analyse -as PR nowadays is taught at all universities across Europe-, we decided to explore a new field of study: public diplomacy. Specifically approached from a US-centered perspective, it seemed relevant to have a EU counterpart, but also to explore some other domains where the concept of soft power is applied -corporate diplomacy and civic diplomacy-.

This "triptic" -public, corporate and civic- has been presented as an Erasmus+ project and is funded for the 3 years to come: MARPE Diplo. We will start with public diplomacy as first, building up a body of knowledge in a co-creative perspective.

Eleven associated partners endorse this project: Chartered Institute of Public Relations - CIPR (UK), Associação Portuguesa de Comunicação de Empresa - APCE (PT), C² Square (B), Asociația Română de Relații Publice - ARRP (RO), Corporate Excellence - Center for Reputation Leadership (SP), Euprera, GovLab, Protagoras and 3 individual researchers: Roger Hayes, Bruno Asdourian, and Pierluigi Puglia.

The 3 years' project is articulated based on several education & research activities. One of them is the "MARPE Talks": a 2 to 3 hours' discussion amongst experts, moderated by a peer, attended by practitioners and academics, live streamed to allow broad interaction and followed by reflective papers (by the MARPE team).

09.00-09.30: coffee

09.30-09.45: official opening

09.45-11.45: moderated panel discussion

11.45-12.30: Q&A (room & twitter)

12.30-14.00: networking dinner

