



NATO-GEORGIA
Public Diplomacy
Forum

NATO-Georgia Public Diplomacy Forum

360° Communication

30 April-1 May, 2018

Venue: Radisson Blu Iveria Hotel, 1 Rose Revolution Square, Tbilisi, Georgia

Day 1, April 30

❖ **09:00-09:30**

Welcoming coffee, registration

Opening of the NATO-Georgia Public Diplomacy Forum

❖ **09:30-09:35**

Official Welcome:

- **H.E. Mikheil Janelidze**- Vice Prime Minister, Minister of Foreign Affairs of Georgia

❖ **09:35-10:15**

Keynote speakers: Towards the NATO Brussels Summit

- **H.E Giorgi Margvelashvili** -President of Georgia
- **H.E Giorgi Kvirikashvili**- Prime Minister of Georgia
- **H.E Irakli Kobakhidze** - Chairman of the Parliament of Georgia
- **Dr. A. Wess Mitchell** - Assistant Secretary of State for European and Eurasian Affairs, USA
- **Amb. Tacan Ildem** –NATO Assistant Secretary General for Public Diplomacy

❖ **10:15-10:20**

Technical Break

❖ **10:20-10:55**

Session I: NATO-Georgia: A Partnership for Progress

The strategic narrative of Georgia – European democracy, regional hub, valuable NATO partner and reliable contributor to international security; Georgia’s opportunities, challenges and achievements on the way towards NATO membership; NATO’s political and security agenda on the road to the Brussels Summit;

Moderator: **Mr. Nik Gowing** – International Presenter, London, UK

Panelists:

- **H.E. Mikheil Janelidze**- Vice Prime Minister, Minister of Foreign Affairs of Georgia
- **Amb. Tacan Ildem** –NATO Assistant Secretary General for Public Diplomacy

❖ **10:55-11:20**

Q&A session

❖ **11:20-11:40**

Coffee Break

❖ **11:40-12:15**

Session II: Public Diplomacy in the Information Age

New heights of weaponization of information; Wining the hearts and minds of people: emerging trend in Public Diplomacy; How to better reach out in the information age? Public Diplomacy of Multilateral Organizations: the case of NATO; How to enhance the role of legislative branch and other stakeholders in strategic communications spearheaded by the executive government?

Moderator: **Mr. Erik Brattberg**-Director of the Europe Program, the Carnegie Endowment for International Peace, USA

Panelists:

- **Mr. Mark Laity** – Head of Stratcom at SHAPE, NATO
- **Mr. Matt Armstrong**- Advisor on Public Diplomacy , King’s Centre for Strategic Communications, King’s College London, UK



- **Ms. Sophie Katsarava**- Chairperson of the Foreign Relations Committee, Parliament of Georgia

❖ **12:15- 12:40**
Q&A session

❖ **12:40- 13:30**
Lunch

❖ **13:30-14:05**

Session III: NATO's Regional Communication Strategy

The role and power of strategic messaging for delivering preferable results; Strengthening NATO's positive narrative in the Eastern European countries; how does NATO communicate? Georgia's strategic communication challenges; Role of NATO in countering hybrid threats facing Georgia;

Moderator: **Mr. Mikheil Darchiashvili**- Former Deputy Defence Minister of Georgia

Panelists:

- **Ms. Rosaria Puglisi**- Head of NATO Liaison Office in Georgia
- **Ms. Barbora Maronkova** - Director of NATO Information and Documentation Centre, Ukraine
- **Mr. Levan Dolidze** - Director of the Georgian Center for Security and Development, Georgia

❖ **14:05-14:30**
Q&A session

❖ **14:30-15:00**
Coffee Break

❖ **15:00-15:35**

Session IV: Hybrid Warfare against Western Values



How do NATO member and partner countries respond and counter the hybrid threats to defend the future sustainability of the democratic institutions? Lessons learned and progress in countering influence campaigns; Georgia's experience of strengthening defence capabilities and building strong state institutions to deal with the security challenges of the 21st century; Georgia and Challenges facing NATO;

Moderator: **Mr. Jacub Janda** – Executive director and head of Kremlin Watch Program, European Values think-tank, Czech Republic

Panelists:

- **Dr. Levan Izoria** – Minister of Defence of Georgia
- **Amb. Eitvydas Bajarūnas**- Ambassador-at-Large for Hybrid Threats, Ministry of Foreign Affairs of the Republic of Lithuania
- **Mr. Illimar Lepik von Wirén** -Head of International Relations, NATO Cooperative Cyber Defence Centre of Excellence

❖ **15:35-16:00**
Q&A session

❖ **16:15-17:15**
Cultural event for foreign guests at Georgian National Museum

❖ **19:00-21:00**
➤ Welcoming Dinner hosted by Vice Prime Minister, Minister of Foreign Affairs of Georgia H.E Mikheil Janelidze (by invitations only)
Venue: Funicular Restaurant, Mtatsminda plateau

Day 2, May 1

❖ **09:30-10:00**
Welcoming coffee

❖ **10:00-10:03**

Welcoming remarks: **Ms. Nino Bolkvadze** – Director of the Information Center on NATO and EU, Georgia

❖ 10:03-10:35

Session I: The Era of Post-Truth and Fake News

Fake news-an integral part of modern warfare; Propaganda as an instrument of control over public mind, a form of persuasion used to influence people's attitudes, beliefs, and behaviors; Digital media versus traditional media: new spaces for battleground; Struggle of traditional media to adapt to the new digital environment;

Moderator: **Mr. Mark Laity** – Head of Stratcom at SHAPE, NATO

Panelists:

- **Ms. Anna Nemtsova** -Moscow correspondent for The Daily Beast and Newsweek
- **Ms. Natalia Antelava** Co-founder, Editor-in-Chief, Coda Story, Georgia
- **Mr. Oleksiy Makukhin** -Director of Hybrid Warfare Analytical Group, Ukraine

❖ 10:35 – 11:00

Q&A session

❖ 11:00-11:30

Session II: Building Resilience through Public Diplomacy

The role of strategic communications and public diplomacy in addressing information gap; Security implications in the ethnic minority regions; Building resilience through education and media literacy in response to disinformation; How to move forward?

Moderator: **Mr. Andis Kudors** - Executive director and researcher at the Centre for East European Policy Studies, Latvia

Panelists:



- **Ms. Ketevan Tsikhelashvili** – State Minister for Reconciliation and Civic Equality of Georgia
- **Mr. Frederick Fooy**- Swedish Civil Contingencies Agency
- **Ms. Jessika Aro**-Finnish National Broadcaster YLE

❖ **11:30-12:00**

Q&A session

❖ **12:00-12:10**

Closing remarks: **Ms. Nino Bolkvadze** – Director of the Information Center on NATO and EU, Georgia

❖ **13:00-14:00**

Lunch

Workshops at the Information Center on NATO and EU (Address: Sh. Dadiani 2/1)

❖ **15:00-16:30**

Workshop I for media representatives

Media in the Post Truth Era -How to stand up to disinformation?

- Speaker: **Ms. Jessika Aro**-Finnish National Broadcaster YLE

❖ **17:00-18:30**

Workshop II for government communicators

Communicating in the Post Truth Era

- Speaker: **Mr. Mark Laity** – Head of Stratcom at SHAPE, NATO