

# MARPE conference

May 31

14:00 to 17:25 (London time)

15:00 to 18:25 (Paris time)

16:00 to 19:25 (Bucharest time)

June 1

09:00 to 12:00 (London time)

10:00 to 13:00 (Paris time)

11:00 to 14:00 (Bucharest time)

## Marpe diplo:

Fostering European Citizenship  
through Public, Organisational and Civic Diplomacy

### Monday May, 31

14:00 to 14:15 - Welcome session (on-line)

ISCSP President – Ricardo Ramos Pinto  
MARPE Diplo Coordinator & 1st Vice-President  
Université de Lorraine – Hélène Boulanger  
ISCSP Communication Science Coordinator –  
Sónia Sebastião

14:15 to 14:35 – Opening session (presentation  
by Ricardo Ramos Pinto)

Francisco André, State Secretary for Foreign  
Affairs and Cooperation

14:35 to 15:00 – Keynote Speaker (presentation  
by Sónia Sebastião, ISCSP)

Nicholas Cull (on-line)

“The power of soft power and new forms of  
diplomacy (public diplomacy / organizational  
diplomacy / people to people diplomacy)”

Chair, Master's Program in Public Diplomacy, USC  
Annenberg School for Communication and  
Journalism.

Director of the University of Southern California's  
Master of Public Diplomacy program.

A pioneer scholar and educator in the field of public  
diplomacy, Nick Cull is a historian of the role of  
mass communication in foreign policy.

15:00 to 15:15 – Q&A (Moderator, Sónia  
Sebastião, ISCSP)

15:15 to 15:20 – Break

15:20 to 16:15 – Session 1: From hard to soft  
power in Public Diplomacy (video)

Chair: Sandra Balão - ISCSP

15:25 to 15:35 Alexandre Markovic: Third  
countries diplomatic organisations and  
discourses in time of war: the  
Nagorno-Karabakh conflict in 2020  
between Armenia and Azerbaijan

15:35 to 15:45 Asma Bassoum: The power of  
compassionate communication in public  
diplomacy

15:45 to 15:55 Sofiane Oubela: EU Green  
Diplomacy On-Boarded In European Soft  
Power in Africa: for the better?

15:55 to 16:05 Lucile Desmoulins: From  
latent para diplomacy, to patent public  
diplomacy: The figure of organic think tanker

16:05 to 16:15 - Q&A

16:15 to 16:25 – Break

16:25 to 17:20 – Session 2: The never-ending  
evolution of Public Diplomacy (video)

Chair: Teresa Almeida e Silva, ISCSP

16:30 to 16:40 Mihaela Păun: The role of  
health diplomacy in a pandemic: Romanian,  
Italian and Chinese perspectives

16:40 to 16:50 Hélène Boulanger &  
Anne-Marie Cotton: The EU's use of public  
diplomacy on social networks: 2019-2020

16:50 to 17:00 Gabriela Seccardini: Nation  
Branding and Tourism Soft Power in Public  
Diplomacy. Croatia's riviera and dark war  
tourism PR management

17:00 to 17:10 Zhao Alexandre Huang & Rui  
Wang: Exploring the "intermestic"  
approach in digital diplomacy: a case study  
of China's international crisis  
communication at the beginning of the  
COVID-19 pandemic

17:10 to 17:20 - Q&A

17:20 to 17:25 – Closing day Susana de  
Carvalho Spínola, ISCSP

# MARPE conference

Tuesday June, 1

9:00 to 9:05 – Introduction day 2 – Sónia Sebastião, ISCSP

9:05 to 9:30 – Keynote Speaker (presentation by Teresa Almeida e Silva, ISCSP)

**Jim Macnamara (on-line)**

“Public Relations and Public, Organisational, and Civic Diplomacy in a World of Disinformation and ‘Disinfodemics’”

Professor Jim Macnamara PhD is Professor of Public Communication at the University of Technology Sydney (UTS) and Associate Dean, Engagement and International of the Faculty of Arts and Social Sciences at UTS.

Visiting Professor at The London School of Economics and Political Science (LSE) and a Visiting Professor at the London College of Communication (LCC) in the University of the Arts London (UAL).

He is the author of 16 books and more than 100 academic and professional journal articles across journalism, media studies, public relations, communication, political science, and cultural studies disciplines.

9:30 to 9:45 – Q&A (Moderator – Teresa Almeida e Silva, ISCSP)

9:45 to 9:50 – Break

9:50 to 10:35 – Session 3: Organisational Diplomacy & the Global Common Goods (video)

Chair: Sandra Balão - ISCSP

09:55 to 10:05 Juliana Santos: Advocacy and the role of Human Rights Organizations in the Brazilian Legislative: Rede Justiça Criminal campaigns

10:05 to 10:15 Andreia Soares: Sustainability as a social responsibility policy in organizations: the Secil Group example

10:15 to 10:25 Juan Luis Manfredi: Leadership & Corporate Diplomacy in the Post-Covid World

10:25 to 10:35 - Q&A

10:35 to 10:45 – Break

10:45 to 11:40 – Session 4: Reinforcing the role of the citizen in diplomacy (video)

Chair: Susana de Carvalho Spínola - ISCSP

10:50 to 11:00 Sónia Sebastião & Isabel Soares: Environmental Diplomacy: from transnational policies to the role of ambassadors – David Attenborough contribution (2018-2020)

11:00 to 11:10 Camelia Cmeciu: Representing connective action in online protests – (Re)tweeting the Romanian #rezist protests worldwide

11:10 to 11:20 Raluca Moise: Diaspora Diplomacy and Modes of Engagement. Romanian Diaspora in the UK

11:20/11:30 Anca Anton: Moving beyond citizen diplomacy: the unattached diplomats

11:30 to 11:40 - Q&A

11:40 to 12:00 – Closing conference

MARPE Network coordinator - Anne-Marie Cotton  
ISCSP 1st. vice-president - Alice Trindade

Registration: <https://forms.gle/Wr2THBwdS4PQqskP6>



**MARPE** network

