



Edward M. Kennedy Institute for Conflict Intervention



Annex B

Tentative programme
Strategic Communication in the Context of Security and Defence
Bucharest, 08–12 May 2023
 (Training activity number 22-23/53/2)

Date/Time Bucharest (EET / GMT+3)	Panel	Speakers
Day 1 - Monday, 08/05/2023		
08.30-09.30	<i>Registration</i>	
09.30-10.15	<i>Opening Speeches</i>	
10.15-10.45	<i>Keynote</i> EaP – support on CSDP	
10.45-11.00	<i>Official group photo/Coffee break</i>	
11.00-12.30	The EU Global Strategy and Its Implementation	
12.30-13.30	<i>Lunch break</i>	
13.30-14.45	Communicating CSDP in the context of Euro-Atlantic evolutions	
14.45-15.15	<i>Coffee break</i>	
15.15-17.00	Leadership and Decision- Making	Simulation. Exercises - Team dynamics. Intro to team assignments
18.00-21.00	<i>Welcome cocktail</i>	

Day 2 – Tuesday, 09/05/2023		
09.00-09.45	Strategic approach of STRATCOM in MFA	
09.45-10.30	EU Strategic Compass	
10.30-11.00	<i>Coffee break</i>	



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11.00-12.30	StratCom Fundamentals (Persuasion, campaign planning and implementation. Conflict analysis and dialogue)	
12.30-13.30	<i>Lunch break</i>	
13.30-15.00	StratCom Concepts (Communication effects, narrative analysis and development, the role of mass media in the implementation of StratCom priorities)	
15.00-15.15	<i>Coffee break</i>	
15.15-17.00	StratCom and hybrid threats	
Day 3 – Wednesday, 10/05/2023		
09.00-10.30	Developing resilience through media and digital competences. A comparative analysis at national and European level	
10.30-11.00	<i>Coffee break</i>	
11.00-12.30	Communicating the EU: CSDP Missions and Operations – Communicating through Dialogue	
12.30-13.30	<i>Lunch break</i>	
13.30-15.00	The Role of Dealing with Cybersecurity and Hybrid Threats	
15.00-15.30	<i>Coffee break</i>	
15.30-17.00	Team work - team assignments preparation	

Day 4 – Thursday, 11/05/2023		
09.00-10.30	Crisis Management and Crisis Communication	
10.30-11.00	<i>Coffee break</i>	
11.00-12.30	EU Policies on StratCom (Crisis tackling it from policy side)	
12.30-13.30	<i>Lunch break</i>	



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13.30-15.00	Disinformation, Fake News, Propaganda (Strategic narratives as resilience buiding instruments against disinformation)	
15.00-15.30	<i>Coffee break</i>	
15.30-17.00	RECAP Panel 1 Syndicates Presentation of team assignments	
18.00-21.00	<i>Official Dinner</i>	
Day 5 – Friday, 12/05/2023		
09.00-10.30	RECAP Panel Syndicates Presentation of team assignments	
10.30-10.45	<i>Coffee break</i>	
10.45-11.45	Future of CSDP and role of ESDC in public diplomacy	
11.45-12.30	Admin remarks, survey, Handling of Certificates	
12.30-14.00	<i>Lunch break</i>	
14.00-15.00	Departure of participants	