

ESDC pilot-course Strategic Communication in the Context of Security and Defence, Bucharest 25-29 March 2019



Edward M. Kennedy Institute for Conflict Intervention



Time/Date	Monday, 25 March	Tuesday, 26 March	Wednesday, 27 March	Thursday, 28 March	Friday, 29 March
09.00-10.30	<p>Registration</p>	<p>Panel 4: EU Strategic Environment and Decision-Making</p> <p>Raphaela Engel, European External Action Service Gheorghe Savu, National University of Political Studies and Public Administration</p> <p><i>Moderator: Kieran Doyle, National University of Ireland, Maynooth</i></p>	<p>Visit to Ministry of Internal Affairs (MAI HQ) 1A Piata Revolutiei</p> <p><u>09:00 – access formalities</u></p> <p>09:30-11:00</p> <p>Panel 8: Strategy and Crisis Crisis Management and Crisis Communications in the Digital Ecosystem</p> <p>Raed Arafat, Secretary of State, Ministry of Internal Affairs</p> <p><i>Facilitator: Bogdan Marinescu, National College of Home Affairs</i></p>	<p>Panel 10: The Digital Ecosystem for StratCom/ Mitigating Communication Crisis</p> <p><i>Process, planning and implementation</i></p> <p>Radu Magdin, Smartlink Communications Teodora Dobre, “Mihai Viteazul” National Intelligence Academy Corina Buzoianu, National University of Political Studies and Public Administration</p> <p><i>Moderator: Bianca Cheregi, National University of Political Studies and Public Administration</i></p>	<p>RECAP Panel</p> <p>Syndicates <i>Presentation of team assignments</i></p> <p><i>Facilitator: Flavia Durach, National University of Political Studies and Public Administration</i></p>
10.30-11.00	<p>Opening Speeches</p> <p>Dirk Dubois, European Security and Defence College Ioan Mircea Pașcu, Vice President of the European Parliament Loredana Pădurean,</p>	<p>Coffee Break</p>	<p>11:00-11:30 Coffee Break</p>	<p>Coffee Break</p>	<p>Coffee Break</p>

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	<p>Ministry of Foreign Affairs</p> <p><i>Moderator: Prof Alina Bârgăoanu, professor and dean, College of Communication and Public Relations & course director</i></p>				
11.00-12.30	<p>Panel 1: The EU Global Strategy and Its Implementation</p> <p>Dirk Dubois, European Security and Defence College Simona Spinaru, Romanian Diplomatic Institute Loredana Pădurean, Ministry of Foreign Affairs</p> <p><i>Moderator: Prof Alina Bârgăoanu, professor and dean, College of Communication and Public Relations & course director</i></p>	<p>Panel 5: StratCom Fundamentals (Persuasion, campaign planning and implementation. Conflict analysis and dialogue)</p> <p>Dragoș Iliescu, University of Bucharest Cristina Bogzeanu, "Carol I" National Defence University Kieran Doyle, National University of Ireland, Maynooth</p> <p><i>Moderator: Bogdan Marinescu, National College of Home Affairs</i></p>	<p>Panel 9: Communicating the EU: CSDP Missions and Operations</p> <p>11:30-13:00 Kieran Doyle, National University of Ireland, Maynooth Raphaela Engel, European External Action Service <i>Course participants from CSDP missions and operations</i></p> <p><i>Moderator: Nicolae Melinescu, Babes-Bolyai University Cluj-Napoca</i></p>	<p>Panel 11: StratCom - Case Studies Mitigating Communication Crises. Crisis Communication Simulation</p> <p>Teodora Dobre, "Mihai Viteazul" National Intelligence Academy Radu Magdin, Smartlink Communications</p> <p><i>Facilitator: Corina Buzoianu, National University of Political Studies and Public Administration</i></p>	<p>Closing ceremony Mircea Mîndrescu, New Strategy Center, CNAI, ESDC EAB Chair Loredana Pădurean, Ministry of Foreign Affairs</p> <p>Certificates Mircea Mîndrescu, New Strategy Center, CNAI, ESDC EAB Chair Ovidiu Simina, European Security and Defence College Cătălin Andruș, National College of Home Affairs Simona Spinaru, Romanian Diplomatic Institute</p>
12.30-13.30	<p>LUNCH BREAK <i>Non-hosted</i></p>	<p>LUNCH BREAK <i>Non-hosted</i></p>	<p>LUNCH BREAK <i>Non-hosted</i></p>	<p>LUNCH BREAK <i>Non-hosted</i></p>	<p>Departure</p>

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<p>13.30-15.00</p>	<p>Panel 2: Leadership and Decision-Making</p> <p><i>Simulation</i> <i>Exercises</i> <i>Team dynamics</i> <i>Intro to team assignments</i></p> <p><i>Facilitator: Loredana Radu, Director, Center for EU Communication Studies, National University of Political Studies and Public Administration</i></p>	<p>Panel 6: StratCom Concepts (Communication effects, narrative analysis and development, the role of mass media in the implementation of StratCom priorities)</p> <p>Dan Sultănescu, National University of Political Studies and Public Administration Constantin Spînu, Ministry of National Defence Constantin Bălan, Ministry of National Defence Nicolae Melinescu, Babes-Bolyai University</p> <p><i>Moderator: Loredana Radu, Director, Center for EU Communication Studies, National University of Political Studies and Public Administration</i></p>	<p>15:30-17:00 Group work - team assignments</p> <p><i>(details on organisation during Panel 2 on Monday 25.03.2019)</i></p>	<p>Panel 12: Disinformation, Fake News, Propaganda</p> <p>Ramona Mănescu, MEP Dan Dungaciu, University of Bucharest, Romanian Academy Elizabeth C. Mithani, Political Officer, U.S. Embassy, Bucharest</p> <p><i>Moderator: Alina Bârgăoanu, professor and dean, College of Communication and Public Relations & course director</i></p>	
<p>15:00-15:30</p>	<p>Coffee Break</p>	<p>Coffee Break</p>		<p>Coffee Break</p>	
<p>15.30-17.00</p>	<p>Panel 3: StratCom – EU vs. NATO Approach</p> <p>Amb. Sorin Ducaru, Special Advisor to the Global Commission on Cyberstability Mircea Mîndrescu, New Strategy Center, CNAI, ESDC EAB Chair</p>	<p>Panel 7 – Communicating EU at Home and Abroad</p> <p>Raphaela Engel, European External Action Service Ioana Raiciu, Ministry of Foreign Affairs Flavia Durach, National University of Political Studies</p>		<p>Panel 13: The Role of StratCom in Dealing with Cybersecurity, and Hybrid Threats</p> <p>Manuela Catrina, Secretary of State, Ministry of Communications and Information Society</p>	

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	<p><i>Moderator: Bogdan Marinescu, National College of Home Affairs</i></p>	<p>and Public Administration</p> <p><i>Moderator: Simona Spinaru, Romanian Diplomatic Institute</i></p>		<p>Iulian Chifu, Center for Conflict Prevention and Early Warning Cătălin-Laurențiu Mindirigiu, Ministry of National Defence</p> <p><i>Moderator: Bogdan Marinescu, National College of Home Affairs</i></p>	
				<p>17.30-18.30 Early dinner hosted by the National University of Political Studies and Public Administration</p>	