Conference on Strategic Communication

Date 26-28 May 2013
Venue Skopje, (MK)

**Background**
This conference is a continuation of a series of events dedicated to the topic of public media and security in the SEE. The first event was held in RACVIAC - Centre for security cooperation in November 2011, followed by an event in the town of Pula, in May 2012. Strategic communication is a complex and sophisticated matter – more than a commonplace activity and rather more than common sense. The first step towards realizing the potential of strategic communication to contribute to national security strategy must be to ensure that it is properly understood as a component of national security strategy and made integral to the national strategic process. Therefore, for the countries which are NATO members and for those that are in the process of obtaining NATO membership, there is a need for exchange of knowledge, experience and lessons learned, as well as a need for an event like this one that would contribute to and enhance the strategic communication as a process that supports and underpins all efforts to achieve the aims of collective security and defence systems.

This event aims to advance, promote and increase cooperation among the key players in this area by using dialogue and exchange of information, transfer of knowledge, views and ideas, as well as disseminating international standards.

**Purpose & Objectives**

The purpose of this event is to foster and underpin the collaboration/communication between representatives of the public relations agencies in security departments and public media services from the SEE region and international organizations and partners, by using dialogue and exchange of information, views and ideas, with the aim of encouraging more open relations and environment in the region.

The objectives are:
- To get an overview of the aims and objectives of strategic communication;
- To explore the relations and challenges with regard to the public services;
- To get an insight into the role of the increased power of communication in the public and governmental sector regarding military operations;
- To develop principles serving to guide strategic communication;
- To detect the level of engagement of the regional MoDs in the process of strategic communication;
- To explore the crisis communication aspect as an essential element of strategic communication, specifically in the area of security and defence;
- To promote NATO strategic communication policy in order to build capability through multinational and innovative approaches and future development of partnerships and outreach;
- To share and examine the coherence in strategic planning and to focus on capability development;
- To bring together representatives of the SEE countries, international organizations, NGOs and representatives of the public media services in order to create a forum which will provide an opportunity to exchange views and lessons learned on the subject matter;
- To discuss, exchange and disseminate information about Euro-Atlantic integration among all South East European (SEE) countries.

**Participants**
Approximately 40 participants from the signatory countries of the new RACVIAC Agreement. The target participants should be public relations representatives from the SEE countries’ Ministries of Defence and representatives of the SEE public media services, regional and international organizations dealing with the subject matter. Representatives of MAG countries and relevant international organizations, NGOs and the media are also to be invited.

**Methodology**
The conference will last for two working days and the official working language will be English. The event will be conducted as a combination of presentations, speeches and open discussions.

**Point of Contact:**
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