



AGENDA

Conference on Strategic Communication

Venue: Army Hall, Skopje (MK)

26 - 28 May 2013

This conference is a continuation of a series of events dedicated to the subject topic on public media and security in SEE. First event was held at RACVIAC in November 2011, followed by event in city of Pula, in May 2012.

The idea of this event is to foster and underpin the cooperation and communication between the public relation security departments and public services from our Region and international organizations and Partners, by using dialogue and exchanges of information, views and ideas, with the aim of strain and motivated 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 area regarding military operations;
- To develop principles serving to guide strategic communication;
- To detect the level of the regional MoD's engagement in the process of strategic communication;
- To explore the crisis communication aspects as an essential element of the 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 topic;
- To discuss, exchange and disseminate information about Euro-Atlantic integration among all South East European (SEE) countries.

26.05.2013, Sunday

	Arrivals and Accommodation	Hotel Best Western
20:00-22:00	Dinner ¹	Restaurant Pelister

27.05.2013, Monday

	Moderator: Mr Milan Janićijević, RACVIAC Staff	Army Hall Conference Hall
09:15-10:15	Opening session	
09:15-09:25	Opening welcome address by the Minister of Defence H.E. Mr Talat Xhaferi	
09:25-09:35	Welcome address by: H.E. Ambassador Branimir Mandić, RACVIAC Director	
09:35-09:45	Ms Dinka Živalj, RCC Spokesperson/Head of the Media Unit	
09:45-10:15	Keynote speech by Ms Cathie Burton, Spokesperson, Head of Press and Public Information, Organization for Security and Co-operation in Europe (OSCE)	
10:15-10:45	Group Photo and Coffee Break (Note: Location for the group photo is in front of the Army Hall. The coffee-break location is in front of the main Conference Hall)	
10:45-11:20	Developing a Communication Strategy Presentation by Ms Dinka Živalj, Mr.Sc, Spokesperson, Regional Cooperation Council (RCC)	Army Hall Conference Hall
11:20-11:55	"The Narrative Construct" a MNIOE approach to narrative development within coalition operations Presentation by Dirk Schweickhardt (OF4) DEU Army, International Policy and Doctrine, MNIOE, Germany	
11:55-12:30	Strategic communication as a part of National Security Strategy? Presentation by Mr Sasho Kuzmanovski, Analysis Section, MoD (MK)	
12:30-13:45	Lunch Break ²	Army Hall Restaurant
13.45-14.20	Information environment and barriers to communicating strategically: Best practices and lessons learned; Presentation by Col Tome Trajkov, Army General Staff, MoD (MK)	Army Hall Conference Hall
14.20-14.35	Coffee Break	
14.35-15.10	Presentation by the representative from MK Radio Television	

¹ Dinner offered by RACVIAC-Centre for security cooperation

² Lunch offered by Regional Cooperation Council (RCC)

15.10-15.30	Closing remarks of the first working day	
15.30-19.15	Free time	
19.15-19.25	Gathering at the Hotel Lobby and moving towards Army Hall	Hotel Best Western
19.30-21:30	Reception ³	Army Hall

28.05.2013, Tuesday

09:10-10:30	<p>Moderator: Mr Ivan Petruševski, MK MoD</p> <p>Panel on Strategic Communication on Social Networks /New Media: (New Communication Channels-Face book, Twitter): Possibilities/Opportunities versus Risks/Threats;</p> <p>Mr Mirko Štular from Slovenian Radio and Television (RTVSLO): Introduction to Social Media Usage in Public Service Media (PSM)</p> <p>Mr Tomislav Špoljar from Croatian Radio Television (HRT): "Army (MOD) and police on Social Media – a view from the media side"</p> <p>Brainstorming and Open Discussions 15'</p>	Army Hall Conference Hall
10:30-10:50	Coffee Break	
10:50-12:45	<p>Panel on the recent experience of the Strategic Communication in crisis management operations;</p> <p>Mr Eric May, Media Consultant: "Effective Communication in a Crisis"</p> <p>Brainstorming and Open Discussions 15'</p> <p>Closing Remarks by H.E. Ambassador Branimir Mandić, RACVIAC Director and Representative of the Ministry of Defence (MK)</p>	
12:45-13:45	Lunch Break	Army Hall Restaurant
14.00-	Departure according flight/car's schedules	

³ Reception offered by the Ministry of Defence (MK)