

**CULTURAL DIPLOMACY IN A CHANGING WORLD:  
HOW TO RESPOND TO THE CURRENT CHALLENGES**

**London, 28 June 2012, Romanian Cultural Institute**

Moderator: **Jonathan Fryer**

10.30 – 11.00: Registration and Coffee;

11.00 – 11.10: Welcoming remarks:

**Mr Dorian Branea**, Director of the Romanian Cultural Institute London

**Mr Peter Mikl**, President of the European Union National Institutes for Culture (EUNIC) London

11.10 – 11.45: Keynote Address: *MOVING EUNIC FROM ACCIDENTAL TO STRATEGIC*

**Ms Delphine Borione Pratesi**, incoming President of the European Union National Institutes for Culture

11.45 – 13.00: Plenary Session: *CULTURAL DIPLOMACY OR INTERNATIONAL CULTURAL RELATIONS?*

*Introductory Remarks:* **Mr Gottfried Wagner**, adviser, More Europe Campaign Vienna, and **Prof Philippe Lane**, Attaché for Higher Education, Institut Français London;

13.00 – 14.30: Lunch offered by the Romanian Cultural Institute;

14.30 – 16.00: Plenary Session: *STATE SPONSORED PR OR SOMETHING MORE?*

*Introductory Remarks:* **Ms Joanna Skoczek**, Head of the Department of Public and Cultural Diplomacy, Polish Ministry of Foreign Affairs;

16.00 – 16.20: Coffee break;

16.20 – 17.50: Plenary Session: *EUNIC: TRUE GLOBAL PLAYER?*

*Introductory Remarks:* **Mr Martin Eichinger**, Director General for Cultural Policy, Austrian Ministry of Foreign Affairs;

18.00 – 19.30: Dinner offered by the British Council followed by

Concluding remarks: *CULTURAL DIPLOMACY IN THE AGE OF AUSTERITY*

**Mr Martin Davidson**, Chief Executive of the British Council