Public diplomacy seeks to promote national interests through understanding, informing and influencing foreign audiences. It differs from traditional diplomacy in that it does not deal with governments but attempts to influence entire communications environments abroad. Conference sessions include:

8:30-10:45 a.m. ORIGINS AND DEVELOPMENT OF PUBLIC DIPLOMACY
Featuring scholars discussing the cultural dimensions of public diplomacy and the history of the U.S. Information Agency.

2-4 p.m. PERSPECTIVES OF DIPLOMATS FROM AROUND THE WORLD
Featuring diplomats from Austria, Canada, Kuwait, the Philippines, and the U.S.

4:30-6:30 p.m. THE FUTURE OF PUBLIC DIPLOMACY IN THE 21ST CENTURY
Featuring sessions on new strategies in public diplomacy including the use of online media and geo-social mapping.