

CPD Summer Institute

2022 CPD Summer Institute
July 11–July 22, 2022

WEEK 1 (July 11–July 15, 2022)

MONDAY 7/11	TUESDAY 7/12	WEDNESDAY 7/13	THURSDAY 7/14	FRIDAY 7/15
9:00am-9:45am Introduction & Orientation 9:45am- 10:45am Foundational Principles and the Future of Public Diplomacy	9:00am-10:30am Segmentation Analysis for Public Diplomacy Strategy	9:00am-10:30am Theory of Change and PD Campaign Measurement	9:00am-10:00am Group Session#2	9:00am-10:30am Real-Time Analytics and Digital Insights
<i>10:45am-11:00am</i> <i>Break</i>	<i>10:30am-10:45am</i> <i>Break</i>	<i>10:30am-10:45am</i> <i>Break</i>	<i>10:00am-10:15am</i> <i>Break</i>	<i>10:30am-10:45am</i> <i>Break</i>
11:00am-12:15pm Foundational Principles and the Future of Public Diplomacy	10:45am-12:15pm <i>Practice Insights:</i> Targeting Technology and an Omni-channel Strategy	10:45am-12:15pm <i>Practice Insights:</i> Monitoring and Evaluating Public Diplomacy: Case Studies	10:15am-12:15pm Computational Thinking and Data Types	10:45am-12:15pm Real-Time Analytics and Digital Insights
<i>12:15pm-1:45pm</i> <i>Lunch</i>	<i>12:15pm-1:45pm</i> <i>Lunch</i>	<i>12:15pm-1:45pm</i> <i>Lunch</i>	<i>12:15pm-1:45pm</i> <i>Lunch</i>	<i>12:15pm-1:45pm</i> <i>Lunch</i>
1:45pm-3:45pm Integrating Data and Storytelling in PD Strategy and Planning	1:45pm-3:15pm Mapping Stakeholders and Influencers	1:45pm-3:15pm Mixed Reality Storytelling for Public Diplomacy	1:45pm-3:45pm Fundamentals of Machine Learning and AI	1:45pm-3:15pm Narrative Strategies for Public Diplomacy
<i>3:45pm-4:00pm</i> <i>Break</i>	<i>3:15pm-3:30pm</i> <i>Break</i>	<i>3:15pm-3:30pm</i> <i>Break</i>	<i>3:45pm-4:00pm</i> <i>Break</i>	<i>3:15pm-3:30pm</i> <i>Break</i>
4:00pm-5:00pm Group Session #1	3:30pm-5:00pm Mapping Stakeholders and Influencers	3:30pm-5:00pm Mixed Reality Storytelling for Public Diplomacy	4:00pm-5:00pm Group Session #3	3:30pm-5:00pm Narrative Strategies for Public Diplomacy

CPD Summer Institute

WEEK 2 (July 18–22, 2022)

MONDAY 7/18	TUESDAY 7/19	WEDNESDAY 7/20	THURSDAY 7/21	FRIDAY 7/22
9:00am-10:30am New Trends in Managing Media Relations	9:00am-10:30am Content Strategy for Multi-Platform Campaigns	9:00am-10:30am Digital Storytelling for Public Diplomacy	9:00am-10:30am Diaspora Diplomacy	9:00am-10:30am Group Session #5: Preparing Your Pitch Deck
<i>10:30am-10:45am</i> Break	<i>10:30am-10:45am</i> Break	<i>10:30am-10:45am</i> Break	<i>10:30am-10:45am</i> Break	<i>10:30am-10:45am</i> Break
10:45am-12:15pm New Trends in Managing Media Relations	10:45am-12:15pm Content Strategy for Multi-Platform Campaigns	10:45am-12:15pm Digital Storytelling for Public Diplomacy	10:45am-12:15pm <i>Practice Insights:</i> Counter- disinformation: Case Studies	10:45am-12:45pm Presenting Your Pitch Deck
<i>12:15pm-1:45pm</i> Lunch	<i>12:15pm-1:45pm</i> Lunch	<i>12:15pm-1:30pm</i> Lunch	<i>12:15pm-1:45pm</i> Lunch	
1:45pm-2:45pm Group Prep Session: PD Narrative Simulation	1:45pm-3:15pm Audio Storytelling for Public Diplomacy	1:30pm-3:30pm <i>Practice Insights:</i> Entertainment Storytelling for Public Diplomacy	1:45pm-3:45pm AI & Bots for Public Diplomacy	
<i>2:45pm-3:00pm</i> Break	<i>3:15pm-3:30pm</i> Break	<i>3:30pm-3:45pm</i> Break	<i>3:45pm-4:00pm</i> Break	
3:00pm-4:30pm PD Narrative Strategies Simulation	3:30pm-5:00pm Audio Storytelling for Public Diplomacy	3:45pm-5:00pm Practice Insights: Lessons from the Information War over Ukraine	4:00pm-5:00pm Practice Insights: How Will Web3 Shape the Future of Communication	
4:30pm-5:00pm Group Session #4				