



Forum on Cultural Diplomacy in the Commonwealth 2014 Celebrating Art and Culture in the Commonwealth as Key Features of Nation Branding

(London; October 15th – 17th, 2014 -
Held Parallel to the BFI London Film Festival 2014)

icd
institute for cultural diplomacy



INTRODUCTION

In recent years nation branding has developed as a concept to help individual states promote their own national interests and identity in an increasingly globalised world. The Forum on Cultural Diplomacy in the Commonwealth will analyse the potential for the use of the arts in nation branding programmes for promoting trade, tourism and investment whilst also representing key features of the flourishing cultural identities.

The Commonwealth constitutes a global community where all members have an equal voice regardless of size and population. Such a community, with its shared values and history, is the ideal forum for fostering mutual understanding and cooperation through cultural exchange and open dialogue.

FORUM AGENDA

The Forum will include the participation of representatives from the public and private sectors responsible for nation branding, cultural diplomacy and foreign policy, as well as other key stakeholders in the field of culture and the arts. The speakers and participants of the Forum will have the chance to present their work and explore the potential of the arts in promoting cultural exchange and nation branding in Commonwealth countries.

The Forum will include a variety of keynote addresses, lectures and interactive workshops. The format of the conference will enable participants to present their own initiatives and ideas with the aim of fostering greater cross border cooperation in the fields of culture, the arts and nation branding. At the end of the Forum, the Institute for Cultural Diplomacy will publish a report based on the lectures, proposals and suggestions from all speakers and participants.

FORUM LOCATIONS

Based primarily in the House of Lords in London, the forum will be hosted at a number of important political, historic, and cultural locations across the city.

FORUM SPEAKERS & DELEGATES

The Forum will bring together renowned authors, filmmakers, journalists and celebrated artists along with leading academics, politicians, diplomats, government officials and distinguished members of the ICD Advisory Board.

CONFERENCE PARTICIPANTS

Participation in the conference is open to governmental & diplomatic officials, academics, artists, journalists, civil society practitioners, private sector representatives, young professionals and students as well as other interested individuals from across the world.

CERTIFICATE of ATTENDANCE

All conference participants will be awarded an official certificate of attendance upon completion of the programme, which will provide details of the speakers who took part and the topics discussed. Each certificate will be signed by members of the Conference Committee.

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