Research Workshop
Public Diplomacy: Perspectives from the EU and Latin America

Tuesday, 9 June 2015
Center for International Relations Studies (CEFIR)
Faculty of Law, Political Science and Criminology, Université de Liège
(Seminar 3, Building B31, Sart-Tilman Campus)

Scientific Responsible: mlazpiroz@ulg.ac.be

Sponsored by: BelPD-COFUND Postdoctoral Fellowships
(Université de Liège & Marie Curie Actions of the European Commission)

12h45 Welcoming Lunch

13h25 Introduction
María Luisa AZPIROZ (BelPD-COFUND Postdoctoral Fellow at the Center for International Relations Studies (CEFIR), Université de Liège)

13h30 First Panel
Chair: Gabrielle A. CUSSON (Assistant and PhD Student at the Center for International Relations Studies (CEFIR), Université de Liège)

13h30-13h45: Teresa LA PORTE. Professor of International Communication at Universidad de Navarra (Spain).
Improving Egalitarian Relations in Public Diplomacy Practices: Mutuality and Collaboration in Dealing with Groups of Interest

13h45-14h00: Questions & Answers

14h00-14h15: Gustavo MARTÍNEZ PANDIANI. Argentine diplomat and academic at Universidad del Salvador (Buenos Aires).
Media Diplomacy in Latin America. Lights and Shadows of the Telesur Case

14h15-14h30: Questions & Answers
14h30-14h45: **Maria Susana ARROSA SOARES.** Professor at Universidade Federal do Rio do Sul (Porto Alegre).

_Diplomacy+Twitter= Twiplomacy in Latin America_

14h45-15h00: Questions & Answers

15h00-15h15: **César CORONA.** Marketing and Publications Coordinator of the Center on Public Diplomacy (CPD) at the University of Southern California (USC).

_Mexican Public Diplomacy in European World Expos 1992-2015_

15h15-15h30: Questions & Answers

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**15h30 Coffee break**

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**15h45 Second Panel**

Chair: **Ilaria COLUSSI** (BelPD-COFUND Postdoctoral Fellow at the European Studies Unit (ESU), Université de Liège)

15h45-16h00: **Beatriz Nadia PÉREZ RODRÍGUEZ.** Professor at Universidad Autónoma Metropolitana (UAM)-Xochimilco and Universidad Nacional Autónoma de México (UNAM).

_European Union’s Public Diplomacy in Latin America: Challenges and Opportunities_

16h00-16h15: Questions & Answers

16h15-16h30: **Steffen Bay RASMUSSEN.** Professor of International Relations and International Law at Universidad de Deusto (Bilbao). Member of the University of Deusto's Research Group on European Integration.

_The Role of Culture in European Union Public Diplomacy_

16h30-16h45: Questions & Answers

16h45-17h00: **María Luisa AZPÍROZ.** Postdoctoral fellow at the Center for International Relations Studies (CEFIR), Université de Liège.

_European Union's Media Diplomacy and Visibility in the Press of Its Latin American Strategic Partners: Brazil and Mexico_

17h00-17h15: Questions & Answers