

AGENDA

FRI, NOV 24, 2023

Hilton İstanbul Bomonti Hotel & Conference Center

SC STRATCOM
SUMMIT '23

Global Response to
Hybrid Threats
Stability. Security. Solidarity.

DAY.1

09.00 – 09.45 **REGISTRATION**

09.45 – 10.00 **Opening Ceremony**

10.00 – 11.30 **Opening Statements**

Melissa FLEMING – Under-Secretary-General for Global Communications of United Nations (Video Message)
Prof. Fahrettin ALTUN – Communications Director of Republic of Türkiye
Dr. Hakan FİDAN – Minister of Foreign Affairs of Türkiye
H.E. Recep Tayyip ERDOĞAN – President of Republic of Türkiye (Video Message)

11.30 – 11.45 **COFFEE BREAK**

11.45 – 13.00 **Stratcom Panel 1: Hybrid Threats in the Age of Uncertainty**

Moderator: Assoc. Prof. Oğuz GÜNER – Head of Public Diplomacy Department, Republic of Türkiye Directorate of Communications

Panelists:

Assoc. Prof. Carlos Galán CORDERO – Universidad Carlos III de Madrid
Assist. Prof. Gordan AKRAP – Assistant Rector, University of Defence and Security Dr. Franjo Tudman
Rashel TALUKDER – Managing Director, Polish Platform for Homeland Security
Ellen WASYLINA – President, Trocadéro Forum Institute
Matthew SALTMARSH – Head of News & Media, UNHCR

13.00 – 14.00 **LUNCH BREAK**

14.00 – 14.30 **Stratcom Talk 1: Effective Diplomacy in Countering Hybrid Threats**

Ambassador Akif Çağatay KILIÇ – Chief Advisor on Foreign Policy and Security

14.30 – 15.00 **Stratcom Talk 2: The Role of Official Communication Tools in Countering Disinformation**

Walid Ammar ELLAFİ – Minister of State for Communication and Political Affairs, Government of National Unity, Libya

15.00 – 15.30 **Stratcom Talk 1-1:**

Moderator: Alican AYANLAR – Correspondent and Presenter, TRT World

Panelists:

Dr. Nancy SNOW – CEO, Global Persuasion Strategies
Assoc. Dr. Kiliç Buğra KANAT – Research Director, SETA Foundation Washington DC

15.30 – 16.15 **Stratcom Panel 2: Building International Resilience**

Moderator: Ambassador Murat LÜTEM – Director General of Information of the Ministry of Foreign Affairs of Republic of Türkiye

Panelists:

Aleksandra Sasa GORISEK – Director of Communications, IFRC
Matthias LÜFKENS – Communications Consultant, UN
Prof. Ulrich BRÜCKNER – Stanford University

16.15 – 16.30 **COFFEE BREAK**

16.30 – 17.15 **Stratcom Panel 3: Public Communication in the Digital Age**

Moderator: Karine BADR – Public Policy Analyst, OECD

Panelists:

Tom MOYLAN – Lecturer, Vrije Universiteit Brussel
Anamaria DUTCEAC SEGESTEN – Vice Dean, Lund University
Kristina Plavsak KRAJNC – Founder of Media Forum, Center for Public Communication (Slovenia)

17.15 – 18.00 **Stratcom Panel 4: Building Resilient Brands Countering Global Threats**

Moderator: Nur ÖZKAN ERBAY – Head of Nation Branding Office, The Republic of Türkiye Directorate of Communications

Panelists:

Pieter IDENBURG – Senior Advisor, Issuemarkers
Aslı ÜNLÜ – Corporate Communications Director, IC Holding
Çağ GÜNAÇAR – Brand Management & Corporate Communications, Togg

AGENDA

SAT, NOV 25, 2023

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DAY.2

- 09.50 – 10.00** **Opening Ceremony Day 2**
- Stratcom Video Message:** Volker TÜRK – United Nations High Commissioner for Human Rights
- 10.00 – 10.30** **Stratcom Talk 3: Public Communication in Countering Disinformation**
Ziad MAKARY – Minister of Information, Lebanon
- 10.30 – 11.30** **Stratcom Panel 5: New Fronts to Hybrid Threats**
- Moderator:** Jordan MORGAN – Director of Programmes at Forward Thinking
- Panelists:**
Assoc. Prof. David F. J. CAMPBELL – University of Vienna
Prof. Toshiya HOSHINO – Osaka University
Rodan HOXHA – Executive Director, Albanian Center for Quality Journalism
Karim ELGENDY – Senior Fellow, Chatham House
- 11.30 – 12.00** **Stratcom Talk 4: The Impact of Digital Platforms on Society and the Tabii Platform**
Ziyad VAROL – Deputy Director General, TRT
- 12.00 – 13.00** **LUNCH BREAK**
- Stratcom Video Message**
Dr. Tawfik JELASSI – Assistant Director-General for Communication and Information, UNESCO
- 13.00 – 14.00** **Stratcom Panel 6: Communicative Complexities in Hybrid Crises**
- Moderator:** Prof. Timothy SELNOW – University of Central Florida
- Panelists:**
Prof. Deanna SELNOW – University of Central Florida
Prof. Marc D. DAVID – Canada Université de Sherbrooke
Dr. Steven VENETTE – University of Southern Mississippi
Dr. Corina DABA-BUZOIANU – Romania The National University of Political Studies and Public Administration
- 14.00 – 15.00** **Stratcom Panel 7: Reality Through the Lens of Truth: Unveiling Humanitarian Crises and Conflicts**
- Moderator:** Valeria GIANNOTTA – Director of Observatory on Türkiye, CeSPI
- Panelists:**
Saadet ORUÇ – Chief Advisor to the President of the Republic of Türkiye
Vasilisa STEPANENKO – Pulitzer Prize-Winning Journalist
Jaffar HASNAIN – International News Anchor & Correspondent, TRT World
Rena NETJES – Researcher
- 15.00 – 15.15** **COFFEE BREAK**
- 15.15 – 15.45** **Stratcom Talk 5: Leadership & Technology**
- Anders INDSET – Philosopher & Author
- 15.45 – 16.45** **Stratcom Panel 8: New Conflict Areas, Crisis and Risks at 21st Century**
- Moderator:** Klaus JÜRGENS – Director, Economyfirst Limited London
- Panelists:**
Dr. Maria Saifuddin EFFENDI – Pakistan National Defence University
Jovana RADOSAVLJEVIC – Executive Director, New Social Initiative (Kosovo)
Dr. Daria ISACHENKO – Türkiye/CATS Associate, German Institute for International and Security Affairs
Dr. Yevgeniya GABER – Senior Fellow, Atlantic Council Türkiye
- 16.45 – 16.55** **COFFEE BREAK**
- 16.55 – 17.25** **Stratcom Talk 6: Stratcom 5.0: New Technologies and Artificial Intelligence**
Kalev Hannes LEETARU – Founder, GDELT Project
- 17.25 – 18.25** **Stratcom Panel 9: New Dilemmas of Strategic Communications: Information Security and Transparency**
- Moderator:** Eldor TULYAKOV – Executive Director, Uzbekistan Development Strategy Center
- Panelists:**
Oliver MCTERNAN – Director and co-Founder, Forward Thinking
Assoc. Prof. Nozima MURATOVA – Head of Research and Innovation, University of Journalism and Mass Communications of Uzbekistan
Javid MUSAYEV – Head of the Communication Policy Sector, the Presidential Administration of the Republic of Azerbaijan
Nicholas BRUNEAU – Communications Consultant, United Nations
- 18.25 – 18.55** **Stratcom Talk 7: The Unknown Path Technology Takes Us Down**
Hakki ALKAN – Founder – ShiftDelete
- 18.55 – 19.30** **CLOSING REMARKS**