



BUSINESS FOR DIPLOMATIC ACTION
Building New Bridges to The World



The CSIS Transatlantic Media Network, in cooperation with Business for Diplomatic Action, invites you to a discussion of:

Private Sector Plans for Public Diplomacy

Lessons for Re-Branding America from the World of Global Marketing

Anti-Americanism is still rising around the world, presenting a long-term threat to U.S. global business interests. In the belief that Government public diplomacy has not done enough to counter the trend, the private sector is now increasingly seeking to conduct its own “private public diplomacy” to help raise the standing of America in the world. The private initiative to “re-brand” America and engage the wider private sector in public diplomacy efforts is based largely on experience gained by U.S. corporations in the fields of global marketing, communications, and public relations over many years. Some of the principal supporters of the initiative will explain and discuss their plans with an audience of corporate, Government and media representatives and other interested experts.

Friday, December 15, 2006

9:30 – 11:30 a.m.

CSIS B1 Conference Level

1800 K Street NW

- 9:30 am Welcome by **Reginald Dale**, coordinator of the Transatlantic Media Network and Senior Fellow, Europe Program, CSIS
- 9:40 am Introduction by **Keith Reinhard**, President of Business for Diplomatic Action, Chairman Emeritus, DDB Worldwide
- 10:00 am Comments
Harris Diamond, CEO of Weber Shandwick
Gary Knell, President & CEO of Sesame Workshop
- 10:30 am Questions and discussion
- 11:30 am Close

RSVP to Natalia Filipiak at nfilipiak@csis.org or 202-775-3138