

**Promoting Wales Internationally: The Next Steps**

**Concluding event in the *Wales and the World* series**

**22 October 2020 – on Zoom**

Chair: Professor Colin McInnes

Pro Vice-Chancellor (Research, Knowledge Exchange and Innovation), Aberystwyth University

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| **10.00** | **Welcome and Aims of the day**Professor Elizabeth Treasure, Vice-Chancellor, Aberystwyth University |
| **10.05** | **Summary of series**Martin Pollard, Chief Executive, Learned Society of Wales |
| **10.10** | **Key messages from the series so far**Responding to the findings from the first three events in the *Wales and the World* series(3 x 6 minutes)1. **Soft Power Strategies – How Should Wales Project Itself on the World Stage?**

*Speaker:* Sir Emyr Jones Parry, immediate past President, Learned Society of Wales1. **The Role of Arts, Culture and the Welsh Language in Developing Wales’s International Profile**

*Speaker:* Helgard Krause, Chief Executive, Books Council Wales1. **Universities as Global Communities**

*Speaker:* Professor Iwan Davies, Vice-Chancellor, Bangor UniversityPanel discussion (20 minutes)*Chair:* Dr Anwen Jones, Pro Vice-Chancellor, Faculty of Arts and Social Sciences, Aberystwyth University |
| **10.50** | **Breakout discussions**What are the next steps to prioritise in each of these areas?Zoom breakout rooms facilitated by:1. Professor Berit Bliesseman de Guevera, Department of International Politics, Aberystwyth University
2. Eluned Haf, Head of Wales Arts International
3. Rob Humphreys, HEFCW Council member & Trustee, British Council

*Rapporteurs from Aberystwyth University* |
| **11.50** | **Break** |
| **12.10** | Feedback from breakout sessions (via slides / share screen)Participants’ poll to gauge support for emerging ideas  |
| **12.40** | **Closing keynote***Speaker:* ProfessorLaura McAllister, Wales Governance Centre, Cardiff University |
| **13.00**  | Chair to review poll results and sum up |
| **13.10** | Close |

\* If each person took 30 seconds to introduce themselves, that would allow 30 people to do so. If more than 30 register, we’d ne