



Subject: Invitation to European Digital Diplomacy Exchange Training Course

14 – 15 March 2019, Sarajevo, Bosnia and Herzegovina

Dear Mr/Ms,

The Centre for European Perspective, together with the U.S. Department of State, cordially invites applicants for a two day training designated to enhance the digital press and public diplomacy capacities of government communicators.

Proliferation of digital communication channels that shape today's public sphere have brought new challenges for governments, requiring their active role on social networks and constant expansion of their knowledge, experience, different abilities and skills necessary for successful communication. We already organised three international trainings that attracted over 150 participants from Albania, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Moldova, Montenegro, Ukraine, Serbia and Slovenia. The training covered a range of topics from public relations and public diplomacy theory to practical application of digital tools to achieve communications objectives. Find out more: <https://goo.gl/tsvo3m>.

The training will take place from **14 – 15 March** at **Parliamentary Assembly of Bosnia and Herzegovina, Trg BiH 1 in Sarajevo, from 8am to 13pm**. All the program activities will be composed from separate workshops and presentations conducted in English by experienced public/private sector communicators in this emerging media environment (please refer to the attached agenda). Simultaneous interpretation to Bosnian language will be provided.

We will be available for a number of afternoon consultations with representatives from participating Ministries, during which they can address particular problem sets that may not be of value to the entire groups.

Please apply to attend as soon as possible but no later than **12 March** on this [link](#). You can register with the password: **edde-sarajevo**. If you have any additional questions or concerns, please contact Project Coordinator Ingrid Omahna at ingrid.omahna@cep.si or +386 70 777 550.

We look forward to cooperating with you in the European Digital Diplomacy Exchange.

Sincerely yours,

Ingrid Omahna
Project Coordinator
Centre for European Perspective

Matt Jacobs
Digital Coordination
Bureau of European and Eurasian Affairs
U.S. Department of State