

NATO Communicators Conference: 7-8 September 2022

Skopje, North Macedonia

DAY ONE – Wednesday, 7 September 2022

All Wednesday events: Skopje Philharmonic Hall

08:00 All Participants at Skopje Philharmonic Hall for Security Screening

08:40 All Participants Seated - Administrative Remarks

08:45-09:30 GMT+2 Conference Opening (all participants and media)

- Dimitar Kovačevski, Prime Minister, Republic of North Macedonia
- Slavjanka Petrovska, Minister of Defence, Republic of North Macedonia
- General Christopher G. Cavoli, Supreme Allied Commander Europe (virtual)
- General Philippe Lavigne, Supreme Allied Commander Transformation (virtual)
- Ambassador Baiba Braže, Assistant Secretary General for Public Diplomacy

09:30 – 11:00 Panel 1: Strategic Communications – Perspectives of Allied Senior Leaders.

Strategic Communications is a command/leadership responsibility. In this panel senior leaders from across the Alliance will share key insights on a variety of topics including:

- *The relationship between StratCom and strategy;*
- *Leveraging StratCom in the attainment of strategic objectives;*
- *Integrating StratCom across all headquarters lines of effort;*
- *How StratCom practitioners can better support senior leaders; and*
- *Reflections on information activities during the Russia / Ukraine conflict.*

Panel 1 Participants:

Panel Chair: Oana Lungescu, NATO Spokesperson

Panelist: Slavjanka Petrovska, Minister of National Defence, Republic of North Macedonia

Panelist: Ambassador Baiba Braže, ASG PDD

Panelist: Lieutenant-General Stephen Kelsey, Deputy Commander JFC Naples

30 minutes remarks + 60 minutes panel Q&A

11:00 – 11:30 [30 minute coffee break]

11:30 – 13:00

Panel 2: Deter & Defend – Leveraging Alliance military posture and activities to send Strategic Messages

NATO is implementing a groundbreaking ‘Deter and Defend’ strategy to better respond to complex threats from all directions. This enables the Alliance to deliberately align military activities and communications, and to thus achieve desired outcomes with key audiences. Allied populations are assured, and adversaries deterred. This dynamic discussion will explore:

- *Key tenants of deterrence theory;*
- *The origins and strategic underpinnings of ‘Deter and Defend’;*
- *Supporting plans and forces; and*

- *Operationalizing StratCom in 'Deter and Defend'.*

Panel 2 Participants:

Panel Chair: Jay Janzen, Director SHAPE Communications Division

Panelist: Matthew R. Costlow, Senior Analyst-National Institute for Public Policy (virtual)

Panelist: Ana-Maria Angheloa-Kloppmeier, Special Advisor to SACEUR, Strategic & International Affairs Advisor, SHAPE (virtual)

Panelist: Chris Riley, Head, StratCom Unit, NATO HQ

30 minutes remarks + 60 minutes panel Q&A

13:00 – 14:30 [one hour lunch]

14:30 – 16:00

Panel 3: Notes from the Battlefield – Information Activities and the Russia-Ukraine war.

From the not-so-covert build-up of forces, to the ill-justified and illegal Russian invasion, information activities are playing a key role in the conflict. Stories of Ukraine's military and civil resistance garnered world-wide support, while Kremlin leaders scrambled to insulate the Russian population from the brutal truths surrounding the so-called 'special military operation.' In this panel, practitioners and observers from the cognitive 'front-lines' will share key insights, including:

- *The aims and effectiveness of Russia's information strategy in support of the invasion;*
- *The aims and effectiveness of Ukraine's information strategy in its resistance;*
- *Russian and Ukrainian use of military information activities to achieve effects; and*
- *How military actions and physical effects interplay with cognitive effects and outcomes in pursuit of strategic and military aims.*

Panel 3 Participants:

Panel Chair: Eleonora Russell, IMS PASCAD

Panelist: Col Yevheniy Zabrodskyi, StratCom and Information Policy, UKR MOD

Panelist: Ben Heap, NATO StratCom COE

Panelist: Jonathan Teubner, Founder & CEO of FilterLabs.AI

30 minutes remarks + 60 minutes panel Q&A

18:30 – 20:00

Guided Tour SKOPJE Old Town

Departs from Skopje Marriott Hotel, Plostad Makedonija 7, Skopje

20:00 – 22:00

Ice Breaker Reception

Location: SKOPJE Old Town, Kuršumli An (Historic Site from 15th Century)

DAY TWO – Thursday, 8 September 2022

All Wednesday events: Skopje Marriott Hotel

08:55 All Participants Seated, Marriott Hotel Conference Rooms, Administrative Remarks

09:00-10:30 (GMT+2)

Panel 4A: The (StratCom) Power of Partnerships

Following Russia's illegal invasion of Ukraine, partners Finland and Sweden signaled their desire to become members of the NATO Alliance. Previous experiences with Russia had already led Ukraine and Georgia to express similar sentiments. This panel will explore the perspectives of NATO partners including;

- *How has the Russian invasion affected perceptions of the Alliance & its military activity?*
- *What are partner approaches to StratCom and how do they differ?*
- *If Partners become Allies, what are the StratCom implications?*
- *If delays in membership occur, how should partnership advantages be communicated?*

Panel 4A Participants:

Panel Chair: Group Captain Alex Mason, JFC Naples StratCom

Panelist: Col Yevheniy Zabrodskyi, StratCom and Information Policy, UKR MOD

Panelist: Elena Marzac, Executive Manager, Information & Documentation Center on NATO in Moldova

Panelist: James Mackey, Director of Security Policy and Partnerships, Political Affairs and Security Policy Division, NATO HQ (virtual)

30 minutes remarks + 60 minutes panel Q&A

09:00-10:30

Panel 4B: Communicating NATO's New Strategic Concept

At the Madrid Summit in June, the Alliance unveiled its new Strategic Concept which will guide NATO's efforts into the next decade. This panel offers a deep-dive into both the concept and communications including:

- *A behind-the-scenes journey into the development of the concept and the key impacts it will have on NATO's future;*
- *Insights into the herculean effort behind Summit communications and key lessons for communicators; and*
- *How the Summit's Decisions and the New Strategic Concept have been and are communicated to NATO's publics; and*
- *A preview of upcoming NATO communications campaigns and branding efforts.*

Panel 4B Participants:

Panel Chair: Tom Morin-Robinson, Programme Officer, PDD Engagements Section, NATO HQ

Panelist: Benedetta Berti, Head, Policy Planning Unit

Panelist: Oana Lungescu, NATO Spokesperson

Panelist: Carmen Romero, Deputy Assistant Secretary General – Public Diplomacy Division (virtual)

30 minutes remarks + 60 minutes panel Q&A

10:30 – 11:00 [30 minute coffee break]

11:00 – 12:30

Panel 5A: Shaping the Future Fight

How can the Alliance stay ahead of the competition in an increasingly fluid, connected and complex global security environment? NATO's Warfighting Capstone Concept maps out a path for Allies to focus, synchronise, and cohere efforts toward NATO 2030 and beyond. With the right people, the right skill set, preparation, utilising big data (Digital Transformation), AI/ ML/ Quantum (innovation), agility and day zero integration/ Interoperability, NATO ACT is driving cognitive superiority, layered resilience, influence & power projection, cross-domain command, and integrated multi-domain defence to "out-think", "out-excel", "out-fight", "out-pace", "out-partner" and "out-last" NATO's adversaries.

Panel 5A Participants:

Panel Chair: Jay Paxton, Chief Public Affairs Officer, Allied Command Transformation

Panelist: Mr. Jeff Reynolds, Operations Research Analyst

Panelist: Commander Paul Groestad, Staff Officer Capability Development Lead, Allied Command Transformation

Panelist: Mr. Rand Waltzman, Information Scientist

30 minutes remarks + 60 minutes panel Q&A

11:00 – 12:30

Panel 5B: Joint Effects, Targeting, and Strategic Communications

Many Allies and NATO adaptation efforts have called for enhanced joint effects and targeting capabilities. How do the various information disciplines support these efforts, and what are the limitations in how these capabilities can work together? Are these approaches valid only during crisis and conflict, or is there a role during peacetime (competition)? Effects and targeting experts will expand on current efforts including:

- *Allied Command Operations approach to Joint Effects and Targeting;*
- *US EUCOM Information Operations Targeting Synchronization of Joint Effects;*
- *US SOCOM Joint MISO WEBOPS Center*
- *ARRC Joint Fires and Influence;*
- *Non-kinetic effects;*
- *Applicability and limitations on targeting during peacetime; and*
- *Policy and Ethical issues.*

Panel 5B Participants:

Panel Chair: Col. Jeremy McGuire, JFC Brunssum StratCom,

Panelist: Maj Alette Magno, SHAPE Joint Effects and Targeting

Panelist: LTC Joe Pazcoguin, EUCOM J39 CHOPS, Information Operations Targeting Synchronization of Joint Effects

Panelist; COL Christopher Leung, SOCOM, Employment of Joint MISO WEBOPS Center

Panelist: Brigadier Matthew Birch, Chief Joint Fires and Influence Branch, ARRC

30 minutes remarks + 60 minutes panel Q&A

12:30 – 14:00 [1 hour lunch]

14:00-15:30

Panel 6A: Information Environment Assessment: Real-world Applications

Russia's illegal invasion of Ukraine offered NATO the ideal crucible to put emerging Information Environment Assessment (IEA) capabilities to the test. This panel will update participants on the state-of-play of NATO's IEA development, and provide tangible demonstrations of how these powerful capabilities and teams are enhancing the Alliance's communications effectiveness.

Topics include:

- *Tips for practitioners from NATO's Data Scientist;*
- *NATO HQ case study;*
- *JFC Naples case study; and*
- *SHAPE case studies on the conflict and on deterrence assessment.*

Panel 6A Participants:

Panel Chair: Col. Chris "Buck" Weaton

Panelist: Larysa Lacko, NATO HQ IEA

Panelist: Robin El Kady, Data Scientist

Panelist: Seb Pollington, JFC Naples IEA Team

Panelist: Elizabeth Fry, SHAPE IEA Team

14:00-15:30

Panel 6B: Digital Dual – The Best of NATO's Digital Communications

Digital camera teams across the Alliance continue to amaze us with stunning visuals and dramatic productions that bring military activity to life. This panel will showcase the work of some of the top content creators across NATO, who will be on-hand to share their inspiration and secrets! Attendees of this panel will get a private VIP screening of acclaimed digital content.

Panel 6B Participants:

Panel Chair: Col. Chris Hyde, SHAPE Chief PAO

Panelist: Steven Hardy, @NATO Social Media, will present together with his colleagues:

Elodie Romain, Multi-Media Producer and Bruce Cinnamon, Web Editor, NATO HQ

Panelist: Elodie Lefebvre, France MOD STRATCOM

Panelist: Annemarte Lehne, Norwegian Armed Forces, Media Centre

Panelist: Commander Grant Kelly, JFC Naples Public Affairs

15:35-16:00

Closing Remarks

NCC host introduces speakers:

- Host nation: Lieutenant-General Vasko Gjurchinovski, Chief of Defence, North Macedonia
- Thanks to hosts and organizers – Eleonora Russell, IMS PASCAD
- Preview of NCC 2023, Jay Paxton, ACT Chief of Public Affairs
- Conclusions of NCC 2022, Jay Janzen, Director SHAPE COMDV

16:00 – 16:30 [Final Coffee Break and Network Session]