



PROFESSIONAL DEVELOPMENT FOR THE DIPLOMATIC CORPS - MEDIA RELATIONS DAY -

Thursday, 28 October 2021

The Hibernian Club Stephen's Green, Dublin

**Diplomat Ireland & Diplomat Northern Ireland
Present a Professional Development Day
for the Diplomatic Corps
On Effective Public Relations & Media Engagement**

Including Presentations by:

Cormac Bourke, Editor, Irish Independent

Dr. Martina Byrne, CEO, Public Relations Institute of Ireland

Alireza Haji Hosseini, Director, CNN Academy

Dr. Liam Kennedy, Executive Director, Clinton Institute/CNN Academy

Eoghan Tomás McDermott, CEO, The Communications Clinic

Ken Murray, Euronews TV and Newstalk Reporter

Jon Williams, Managing Director, News & Current Affairs RTÉ

Dr. Miceál O'Hurley, Diplomatic Editor, Diplomat Ireland

Michael Mulcahy, Founder & Publisher of Diplomat Ireland and Diplomat Northern Ireland & Honorary Consul of Poland (Emeritus)

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A STAR ALLIANCE MEMBER 



AGENDA



Welcome & Introduction (8:45 a.m.) Miceál O'Hurley, J.D., Ph.D.

Diplomat.ie Editor in Chief Miceál O'Hurley will welcome attendees to the event, give orientation and discuss coverage opportunities in print, blog, video and other mediums through Diplomat Ireland and Diplomat Northern Ireland.



Session I (9:00 a.m.) Martina Byrne, Ph.D.

Strategic Communications: What is it and why is it critically important today?

Dr. Byrne will speak on the a world climate of declining trust and deference, an increasingly fragmented media, the expectation of always-on, dialogic communication with stakeholders, and intense public, political and media scrutiny, no organisation can achieve its goals without understanding and implementing strategic communication programmes. Public affairs and media relations are just two of the tools or capabilities that can support strategic communication.



Session II (10:00 a.m.)

Ken Murray, Euronews TV & Newstalk Reporter

How to Maximise the Use of Your Press Office

Ken will discuss the necessity of appointing a press officer and maximizing the work of your press office to obtain results.



Session III (11:00 a.m.)

Professor Liam Kennedy & Alireza Haji Hosseini Director, CNN Academy.

Storytelling: The Heart of Effective Communications

Professor Kennedy and journalist, producer and media trainer Alireza Haji Hosseini will speak to the essence of storytelling from the development of media releases to giving an effective and engaging interview.

Luncheon (12:15pm) Served On-Site by The Hibernian Club



Session IV (1:00 p.m.) Eoghan Tomás McDermott

Making the Media Work for You Daily as Well as in a Crisis

This session will focus on giving people the skills needed to prepare themselves and others for media interviews. It's crucial that spokespeople have an objective when engaging with the media. Eoghan's session will work through practical methods and strategies to achieve that objective.



Session V (2:00 p.m.) Cormac Bourke, Editor, Irish Independent/Independent.ie

What the Press Wants from an Interview.

Cormac has been Editor of the Irish Independent and Independent.ie since October 2019. He was Editor of the Sunday Independent from 2015-2019. Cormac joined INM, now Mediahuis, in 2007 as an Assistant Editor (News) for the Irish Independent and later became News Editor and Executive Editor. Cormac, a native of Co Kildare, lives in Dublin.



Session VI (3:00 p.m.) Jon Williams

Diplomacy & Journalism: Twins Separated at Birth.

Jon Williams speaks from his experience as Managing Editor, International News, at ABC News in New York, being the BBC's UK News Editor during the 2005 general election and 7/7 terror attacks on the London transport network, serving as Deputy Editor of the BBC's Six O'Clock News (the UK's most-watched news programme) and prior to that as the BBC's World News Editor, managing a staff of 200 people in 30 different countries.



Session VII (4:00 p.m.) Michael Mulcahy, Founder & Publisher of Diplomat Ireland and Diplomat Northern Ireland & Honorary Consul of Poland (Emeritus)

Michael will overview the opportunity for all Missions accredited to Ireland to avail of inclusion in Diplomat so as to further promote their countries in Ireland and engage further with all sectors of the Irish community.

4:30 p.m Programme Completed - Certificates Awarded

Miceál O’Hurley, J.D., Ph.D.,

Diplomat Ireland & Diplomat

Northern Ireland - Host

Dr. O’Hurley has served in positions of trust and confidence in the United States Military, United States Congress, with the White House and in the non-profit sector. Miceál has covered conflicts in Northern Ireland, Bosnia, Israel, Iraq, Afghanistan and Central and South America as a journalist and expert Defense & Security Analyst. Miceál is a bestselling author and is currently the Editor in Chief of Diplomat.ie and regularly covers the Diplomatic Corps in Ireland, Europe and the United Nations as well as Government and politics. Miceál is a Member of the Foreign Press Association (FPA), the Overseas Press Club of America (OPCA) and the Arab and Middle Eastern Journalists Association (AMEJA)

Jon Williams, Managing Director of News & Current Affairs, RTÉ

- Presenter

Jon Williams is Managing Director, News & Current Affairs at RTÉ, Ireland’s national broadcaster. He took up his role in January 2017 after serving as Managing Editor of ABC News in New York.

From 2006-2007, Jon was the World News Editor of the BBC, leading its coverage of the wars in Afghanistan and Iraq, as of the Arab Spring, with uprisings in Egypt, Libya and Syria.

A three time Emmy award winner for BBC’s reporting of the 2006 Israel Lebanon war, for BBC’s reporting from Syria and for ABC’s reporting of the 2015 European refugee crisis. Jon serves on the board of the Committee to Protect Journalists.

Ken Murray, Euronews TV and Newstalk Reporter – Presenter

Ken Murray is an award-winning journalist who covers Irish affairs for Euronews TV which is seen in 166 countries. He is regularly heard reporting on Newstalk Radio. Ken also writes on Irish affairs for the Brussels-based website eureporter.co. Previously, Ken served as a Dublin Correspondent for BBC NI and was the Irish Editor of ecradioireland, reporting EU news of Irish interest to Ireland’s 27 commercial radio stations.

A former Political Correspondent with INN Radio News, he made media history in 1990 when he was the first commercial broadcaster in Ireland to win a Jacobs Radio Award. Ken is also the recipient of the ‘Irish World’ (2007) when a story he reported on helped to find the last missing next-of kin from the 1974 Dublin/Monaghan bombings.

He is currently working on his second book looking at British involvement in the Reavey killings in south Armagh in 1976.

Liam Kennedy, Ph.D., UCD Clinton Institute/CNN Academy

- Presenter

Liam Kennedy is Professor of American Studies and Director of the Clinton Institute for American Studies at University College Dublin. He is the author/editor of eleven books on American culture, politics and foreign policy. Recent edited publications include Trump’s America (2020) and the Routledge Handbook of Diaspora Diplomacy (2021). He is co-founder of the media platform America Unfiltered.

Alireza Haji Hosseini, Director, CNN Academy - Presenter

Alireza has worked in international news for more than a decade. He began his career in Tehran right after graduating from McGill University in Montreal. He then moved to London where he worked for Al Jazeera English during its heyday during the Arab Spring revolutions before moving to CNN International where up until recently he was Executive Producer for Connect the World with Becky Anderson based out of the network’s regional broadcasting hub in Abu Dhabi. He teaches The Newsroom module for the UCD Clinton Institute/CNN Academy and oversees the production of the Clinton Institute’s America Unfiltered podcast and newsletter.

Martina Byrne, Ph.D., Public Relations Institute of Ireland

- Presenter

Dr. Martina Byrne is CEO of the Public Relations Institute of Ireland (PRII) and of the Public Relations Consultants Association (PRCA). She is an award-winning communications and public affairs professional. Prior to attaining a PhD from Trinity College Dublin in

2014, lecturing there and in University College Dublin, and working as a researcher with the Economic and Social Research Institute, Martina was Director of Public Affairs at Wilson Hartnell, part of the Ogilvy group. Martina was awarded a Fellowship by the Public Relations Institute of Ireland in 2004.

Eoghan Tomás McDermott, The Communications Clinic - Presenter

Eoghan is the Managing Director of The Communications Clinic. He is personal coach and advisor to a number of Chief Executives of large corporates, both indigenous and multinational. Eoghan advises clients ranging from Cabinet Ministers to many of Ireland’s top sports-people. Eoghan is one of the founders of The Communications Clinic in 2008, and has led our Training and Careers Clinic. Eoghan became Head of Training in 2012 taking responsibility for the full suite of our training programmes. He and his team delivered training to the top corporates, public bodies and NGO’s in Ireland and abroad. Under his management our trainers have provided service across the EU and UK, Asia, America and Africa.

He took over as Managing Director in 2018. Since June 2020, Eoghan is also an Adjunct Teaching Fellow with Trinity College Dublin’s Business School where he has developed an Impactful Communication programme for senior executives.

Eoghan published his first book The Career Doctor in 2009. Eoghan is a regular contributor on Irish media, including Today FM’s The Last Word, Virgin Media’s Ireland AM, as well as shows on Newstalk and RTE.

Cormac Bourke, Editor, Irish Independent/Independent.ie - Presenter

Cormac has been Editor of the Irish Independent and Independent.ie since October 2019. He was Editor of the Sunday Independent from 2015-2019. Cormac joined INM, now Mediahuis, in 2007 as an Assistant Editor (News) for the Irish Independent and later became News Editor and Executive Editor. Cormac, a native of Co Kildare, lives in Dublin.



STEPHEN'S GREEN CLUB



Stephen's Green Club is an exclusive, Private Members Club – a place Members can enjoy a meal in good company. A home they can bring friends, family, colleagues or clients – an address they can network to not work, a pied a terre when visiting the city.



Refreshments and Lunch – Provided. Please advise upon registration if there are any special dietary requirements.

Public Transport Directions – The following transit lines have routes that pass near Saint Stephen's Green

Bus: 15, 16, 16D, 25B, 39, 39A, 61, 65, 9

Train: Commuter Service, Maynooth Service, Phoenix Park Tunnel Service

Light Rail: GRN

Parking - Stephen's Green Club, in association with Q-Park at the St. Stephens' Green/ Royal College of Surgeons car parks, offer all members of the Club a special 50% discount rate on all car parking rates.



REGISTRATION



Thanks to the Generous Sponsorship of **Revolut** and **Turkish Airlines** this event is being offered Free of Charge to Ambassadors as well as Embassy, Consulate and Trade Representative personnel.

- **Seating is limited.**
- **Please Register On or Before 10 October 2021 to Guarantee Your Place.**
- **All Registrations Received after 10 October Will Be Admitted on a Space Available Basis.**

Name:

Title:

Embassy:

Address:

Telephone:

Email:

RETURN ADDRESS: 2413 Euro Business Park, Little Island, Cork, T45 AY89

Registration Details: T: 021 500 3050 E: info@diplomat.ie www.diplomat.ie www.diplomatni.co.uk

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