

PY122: Tradeecraft for Public Affairs Officers

April 20 - May 1, 2015

COURSE COORDINATORAndrew Paul
PaulAB@state.gov**PUBLIC DIPLOMACY DIVISION DIRECTOR**

Robert Airbuckle (703) 302-7454

PROGRAM ASSISTANTDaniels Reiland (a) (703) 302-6870;
(C) 202-476-0041; ReilandD@state.govPD Training Division, Room F-3101, SharePoint Site:
<http://fsi.m.state.gov/sites/SPAS/PD/PY122/default.aspx>SPAS/PD Front Desk
(703) 302-6870**RELEASE IN
FULL****WEEK ONE**

Time	MONDAY April 20 Room F-4305	TUESDAY April 21 Room F-4305	WEDNESDAY April 22 Room F-4305	THURSDAY April 23 Room F-4305	FRIDAY April 24 Room F-4305
	Leadership	Leadership	Resources -MGT	Resources - Funding	Resources - Funding
9:00 AM		9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro
9:30 AM	9:00-10:15 Icebreaker & Introductions Andrew Paul	9:15-10:00 You and Your Post Andrew Paul	9:15 - 10:00 PAO & MGT Jeff Ogren, FSI/SPAS/MTT		9:15-10:15 PD Resource Allocation Module (PD-RAM) Valerie Reynolds
10:00 AM		10:00 - 11:00 Front Office Expectations PDAS Val Fowler, PA; Mirembe Nantongo, Div Director, HR/CD/AML	10:00-10:15 BREAK		
10:30 AM	10:15 -10:45 The PAO as Leader Michele Logsdon		10:15 - 12:00 Personnel Management Jill Perry FSI/SPAS/MTT	9:15 - 12:00 Budget and Financial Management Valerie Reynolds	10:15 - 11:00 PD Funding Opportunities Valerie Reynolds
	10:45-11:00 BREAK				11:00-11:15 BREAK
11:00 AM	11:00-12:00 PAO Roundtable Tania Chomiak-Salvi, Robert Hilton, Rodney Ford	11:00-12:00 Your DC PD Team: Elizabeth Detmeister, WHA/PD			11:15 - 12:00 You and Your Post Andrew Paul
11:30 AM					
12:00 PM					
	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00
12:30 PM					
1:00 PM		1:00 - 2:00 What Your FSNs Think of You Andrew Paul FSI/SPAS/PD	1:00-2:00 Managing Visits Andrew Paul & Julie Moyes		1:00-2:00 FAQs from the Field Maegan Conklin, L
1:30 PM					
2:00 PM	1:00-4:00 PM Leadership Module - Building Your Team Susan Luck FSI/LMS/LTD	2:00-2:15 BREAK			2:00 - 3:00 The PAO and the POLOFF Stacy Nichols, FSI/SPAS/POL
2:30 PM		2:15 - 3:30 Working with Grants Andrew Paul FSI/SPAS/PD	2:00-3:00 LE Staff Initiative Lea Perez, R/PPR	1:00 - 4:00 Budget and Financial Management Valerie Reynolds	
3:00 PM			3:00-4:00 Strategizing Your Success Lea Perez, R/PPR		3:00 - 4:00 The OIG and an Effective PAO Andrew Paul
3:30 PM					
4:00 PM					

PY122: Tradecraft for Public Affairs Officers April 20 - May 1, 2015			 SCHOOL OF PROFESSIONAL AND AREA STUDIES		
COURSE COORDINATOR Andrew Paul Paul.AB@state.gov		PUBLIC DIPLOMACY DIVISION DIRECTOR Robert Artuchus (703) 302-7454			
PROGRAM ASSISTANT Darlene Reiland (O) (703) 302-8870; (C) 202-475-1041; ReilandD@state.gov		PD Training Division, Room F-3301, SharePoint Site http://mail.m.state.gov/sites/SPAS/PD/PY122/default.aspx		SPAS/PD Front Desk (703) 302-8870	
WEEK TWO					
Time	MONDAY April 27 Room F-4305	TUESDAY April 28 MEET AT HST PROFESSIONAL ATT	WEDNESDAY April 29 Room F-4305	THURSDAY April 30 Room F-4305	FRIDAY May 1 Room F-4305
	Strategic Planning	The View from R Leaders	PD Priorities	Global Issues	PD and the Broader Mission
9:00 AM	9:00-10:15 The View from R Roxanne Cabral, R/PPR	9:00 - 9:50 PA - Digital Engagement Moira Whelan HST 2208	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro
9:30 AM			9:15 - 10:15 You and Your Post Andrew Paul	9:15 - 10:15 The State-Defense Relationship at Post Andrew Paul	9:15 - 10:15 The Country Team Amb. Mark Pekala FSI SPAS Dean
10:00 AM					
	10:15-10:30 BREAK	10:00-10:50 IIP Jean Manes, PDAS SA-5, Room C2L04	10:15-10:30 BREAK	10:15-10:30 BREAK	10:15-10:30 BREAK
10:30 AM	10:30-11:30 You and Your Post - Communications Audit Joe Johnson	10:50-11:00 BREAK	10:30-11:15 Countering Violent Extremism Haroon Ullah, CSCC	10:30 - 11:30 USG Broadcasting: What the PAO Needs to Know Dan Sreebny, R	11:15-12:00 Global Youth Engagement Andrew Rabens, Special Advisor Global Youth
11:00 AM		11:00-12:00 ECA Kelly Keiderling, PDAS SA-5, Room 04O14		11:15 AM-12:00 Presentation Prep Time	10:30-11:15 Development and Public Diplomacy James Bever, USAID
11:30 AM		11:30-12:15 The R Continuum Joe Johnson			
12:00 PM	LUNCH 12:15 - 1:15	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00
12:30 PM					
1:00 PM					
	1:15-2:00 The Tools - PDIP, PDCC Joe Johnson	1:00 - 4:00 Consultations Suggestions to include: PD Desk Officer, PDOD team, IIP and ECA resources	1:00-3:00 The Shared Prosperity Agenda FSI/SPAS/ECON Dr. Lynda Vargha, Tanya Spencer, FSI/SPAS/ECON	1:00 - 2:30 PD & CONS in Good Times and Bad Flachsbart, Kathryn L, Director FSI/SPAS/CON	1:00 - 2:30 Presentations
1:30 PM					
2:00 PM					
	2:15-4:00 Strategic Planning Exercise Joe Johnson		3:00-3:15 BREAK	2:30-3:00 BREAK	2:30 - 3:00 Evaluation: Feedback and Survey
2:30 PM					
3:00 PM					
3:30 PM					
			3:15-4:00 Parking Lot Issues Andrew Paul	3:00-4:00 Security & PAO John Root, Sr. Training Liaison Officer, DS	

PY122: Tradecraft for Public Affairs Officers

June 8 - June 19, 2015

COURSE COORDINATORJoe Johnson
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FOREIGN SERVICE INSTITUTE

SCHOOL OF PROFESSIONAL AND AREA STUDIES

**RELEASE IN
FULL****WEEK ONE**

Time	MONDAY June 8 Room F-4305	TUESDAY June 9 Room F-4305	WEDNESDAY June 10 Room F-4305	THURSDAY June 11 Room F-4305	FRIDAY June 12 Room F-4305
	Leadership	Leadership	Resources -MGT	Resources - Funding	Resources - Funding
9:00 AM	9:00-10:15 Icebreaker & Introductions Julie Moyes	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-10:00 PD Resource Allocation Module (PD-RAM) Carol Keith R/PPR
9:30 AM		9:15-10:00 You and Your Post Julie Moyes	9:15 - 10:00 PAO & MGT Jeff Ogren, FSI/SPAS/MTT	9:15 - 12:00 Budget and Financial Management Valerie Reynolds	10:00 - 11:00 Panel: PD Funding Opportunities Carol Keith & Neja Grabowski, R/PPR
10:00 AM		10:00 - 11:00 Front Office Expectations PDAS Valerie Fowler, PA, Mirembé Nantongo, Division Director, HR/CDAM/L	10:00-10:15 BREAK		11:00-11:15 BREAK
10:30 AM		10:30 -11:00 The PAO as Leader Michele Logsdon	10:15-11:15 Strategizing Your Success Lea Perez, R/PPR		11:15-12:00 You and Your Post Julie Moyes
11:00 AM	11:00-12:00 PAO Roundtable Tania Chomiak-Salvi, Rodney Ford, Jennifer Larson	11:00-12:00 Your DC PD Team: Elizabeth Detmeister, WHA/PD	11:15-12:00 LE Staff Initiative Lea Perez, R/PPR	1:00 - 4:00 Budget and Financial Management Valerie Reynolds	
11:30 AM					
12:00 PM	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00		LUNCH 12:00 - 1:00
12:30 PM					
1:00 PM	1:00-4:00 PM Leadership Module - Building Your Team Susan Luck FSI/LMS/LTD	1:00 - 2:00 Managing Your LE Staff Andrew Paul FSI/SPAS/PD	1:00-2:00 Managing Visits Julie Moyes & Andrew Paul	1:00 - 4:00 Budget and Financial Management Valerie Reynolds	1:00-2:00 FAQs from the Field Maegan Conklin, L
1:30 PM		2:00-2:15 BREAK	2:00-2:15 BREAK		2:00-2:15 BREAK
2:00 PM		2:15 - 3:30 Working with Grants Julie Moyes FSI/SPAS/PD	2:15 - 4:00 Personnel Management Jill Perry FSI/SPAS/MTT		2:10 - 3:10 The PAO and the POLOFF Stacy Nichols, FSI/SPAS/POL
2:30 PM					3:10 - 4:00 The OIG and an Effective PAO Julie Moyes & Andrew Paul
3:00 PM					
3:30 PM					
4:00 PM					

PY122: Tradecraft for Public Affairs Officers June 8 - June 19, 2015			 FOREIGN SERVICE INSTITUTE SCHOOL OF PROFESSIONAL AND AREA STUDIES		
COURSE COORDINATOR Joe Johnson JohnsonJB2@state.gov		PUBLIC DIPLOMACY DIVISION DIRECTOR Robert Arbucka (703) 302-7454			
PROGRAM ASSISTANT Darlene Reiland (703) 302-6870 (E) DR2-475-0041, ReilandD@state.gov		PD Training Division, Room F-3101, SharePoint Site http://fsi.m.state.gov/sites/SPAS/SPAS/PD/PY122/default.aspx		SPAS/PD Front Desk (703) 302-6870	
WEEK TWO					
Time	MONDAY June 15 Room F-4305	TUESDAY June 16 MEET AT HST PROFESSIONAL ATTACHES	WEDNESDAY June 17 Room F-4305	THURSDAY June 18 Room F-4305	FRIDAY June 19 Room F-4305
	Strategic Planning	The View from R Leaders	PD Priorities	Global Issues	PD and the Broader Mission
9:00 AM	9:00-9:15 - Daily Intro	9:00 - 9:50 PA - Digital Engagement Shai Korman HST 2208	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro
9:30 AM	9:15-10:15 You and Your Post - Communications Audit Joe Johnson		9:15 - 10:15 You and Your Post Julie Moyes	9:15-10:15 Global Youth Engagement Andrew Rabens, Special Advisor Global Youth Issues, R	9:15 - 10:15 The Country Team Amb. Mark Pekala FSI SPAS Dean
10:00 AM					
	10:15-10:30 BREAK	10:00-10:50 IIP Jean Manes, PDAS SA-5, Room C2L04	10:15-10:30 BREAK	10:15-10:30 BREAK	10:15-10:30 BREAK
10:30 AM	10:30-11:15 Strategic Planning Joe Johnson	10:30 - 11:30 USG Broadcasting: What the PAO Needs to Know Dan Sreebny, R	10:30-11:15 Countering Violent Extremism Haroon Ullah	10:30-11:15 Development and Public Diplomacy James Bever, USAID	
11:00 AM		11:00-12:00 ECA Kelly Kelderling, PDAS SA-5, Room 54014	11:30 - 12:00 Digital Diplomacy Graham Lampa	11:15 AM-12:00 Presentation Prep Time	11:15 - 12:00 The State-Defense Relationship at Post Julie Moyes
11:30 AM	10:30-11:15 The R Continuum Joe Johnson				
12:00 PM	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00
12:30 PM					
1:00 PM	1:00-2:00 The Tools - PDIP, PDCC Joe Johnson	1:00 - 4:00 Consultations Suggestions to include: PD Desk Officer, PDOD team, IIP and ECA resources	1:00-3:00 The Shared Prosperity Agenda FSI/SPAS/ECON Dr. Lynda Vargha, Tanya Spencer, FSI/SPAS/ECON	1:00 - 2:30 PD & CONS in Good Times and Bad Flachsbar, Kathryn L, Director FSI/SPAS/CON	1:00 - 2:30 Presentations
1:30 PM					
2:00 PM	2:00-2:45 Strategic Planning Exercise Joe Johnson				
2:30 PM				2:30-3:00 BREAK	2:30 - 3:00 Evaluation: Feedback and Survey
	2:45-3:00 BREAK				
3:00 PM	3:00-4:00 The View from R Roxanne Cabral, R/PPR		3:00-3:15 BREAK	3:15-4:00 Security and PAO John Root	
3:30 PM			3:15-4:00 Parking Lot Issues Julie Moyes		

PY122: Tradecraft for Public Affairs Officers**August 3 - August 14, 2015****COURSE COORDINATOR**Joe Johnson
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(703) 302-6670

FOREIGN SERVICE INSTITUTE

SCHOOL OF PROFESSIONAL AND AREA STUDIES

**RELEASE IN
FULL****WEEK ONE**

Time	MONDAY August 3 Room F-4306	TUESDAY August 4 Room F-4306	WEDNESDAY August 5 Room F-4306	THURSDAY August 6 Room F-4306	FRIDAY August 7 Room F-4306	
	Leadership	Leadership	Resources -MGT	Resources - Funding	Resources - Funding	
9:00 AM	9:00-10:15 Icebreaker & Introductions Joe Johnson	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-10:00 PD Resource Allocation Module (PD-RAM) Nejla Grabowski, R/PPR	
9:30 AM		9:15-10:00 You and Your Post Joe Johnson	9:15 - 10:00 PAO & MGT Jeff Ogren, FSI/SPAS/MTT	9:15 - 12:00 Budget and Financial Management Valerie Reynolds		
10:00 AM		10:15-10:30 BREAK	10:00-10:45 Managing Washington Robert Hilton		10:00-10:15 BREAK	10:00 - 11:00 Panel: PD Funding Opportunities Carol Keith & Nejla Grabowski, R/PPR
10:30 AM			10:30 -11:00 The PAO as Leader		10:45-11:00 BREAK	
11:00 AM	11:00-12:00 Your DC PD Team: Elizabeth Detmeister, WHA/PD	11:00-12:00 Personnel Management Nigel Grainge FSI/SPAS/MTT	11:15 - 12:00 Working with Grants Robert Arbuckle BEX			
11:30 AM	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00		LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00	LUNCH 12:00 - 1:00
12:00 PM						
12:30 PM						
1:00 PM	1:00-4:00 PM Leadership Module - Building Your Team Susan Luck FSI/LMS/LTD	1:00 - 2:00 Managing Your LE Staff Andrew Paul FSI/SPAS/PD	1:00-2:00 Managing Visits Andrew Paul FSI/SPAS/PD	1:00 - 4:00 Budget and Financial Management Valerie Reynolds	1:00-2:00 FAQs From the Field Maegan Conklin, L	
1:30 PM		2:00-2:15 BREAK	2:00 - 3:00 Front Office Expectations PDAS Valerie Fowler, PA, Miremba Nantongo.		2:00 - 3:00 The PAO and the POLOFF Stacy Nichols FSI/SPAS/POL	
2:00 PM						2:15-3:15 Strategizing Your Success Lea Perez, R/PPR
2:30 PM		3:15-4:00 LE Staff Initiative Lea Perez, R/PPR			3:00-4:00 The Shared Prosperity Agenda Dr. Lynda Vargha, Pam Bates, FSI/SPAS/ECON	
3:00 PM						
3:30 PM						
4:00 PM						

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COURSE COORDINATOR Joe Johnson JohnsonJB2@state.gov		PUBLIC DIPLOMACY DIVISION DIRECTOR Chad Cummins (703) 302-7454			
PROGRAM ASSISTANT Darlene Relland (o) (703) 302-5970 (C) 202-476-0041; RellandD@state.gov		PD Training Division, Room F-3101, SharePoint Site: http://fsi.m.state.gov/sites/SPAS/PD/PY122/default.aspx		SPAS/PD Front Desk (703) 302-5970	
WEEK TWO					
Time	MONDAY August 10 Room F-4306	TUESDAY August 11 MEET AT HST PROFESSIONAL ATTITUDE	WEDNESDAY August 12 Room F-4306	THURSDAY August 13 Room F-4306	FRIDAY August 14 Room F-4306
	Strategic Planning	The View from R Leaders	PD Priorities	Global Issues	PD and the Broader Mission
9:00 AM	9:00-9:15 - Daily Intro	9:00 - 9:45 PA - Digital Engagement Moira Whelan HST - 2208	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro	9:00-9:15 - Daily Intro
9:30 AM	9:15-10:15 The View From R Pat Kabra R/PPR	9:45-10:00 To SA-5	9:15 - 10:15 You and Your Post Joe Johnson	9:15-10:15 Global Youth Engagement Andrew Rabens, Special Advisor Global Youth Issues, R	9:15 - 10:15 The State-Defense Relationship at Post Joe Johnson
10:00 AM					
	10:15-10:30 BREAK	10:00-10:50 IIP Tom Smitham, DAS SA-5, C2L04	10:15-10:30 BREAK	10:15-10:30 BREAK	10:15-10:30 BREAK
10:30 AM	10:30-11:30 Planning for the PAS Joe Johnson	10:50-11:00 BREAK	10:30-11:30 Digital Diplomacy Graham Lampa	10:30-11:15 CVE Haroon Ullah	10:30-11:15 Development and Public Diplomacy James Bever, USAID
11:00 AM					
11:30 AM	11:30-12:15 Communication Strategy Joe Johnson	11:00-12:00 ECA Mara Tekach, DAS - ECA/PE SA-5, 5W13	11:30-12:15 USG Broadcasting Dan Sreebny, R	11:15 AM-12:00 Presentation Prep Time	11:15 - 12:15 The Country Team Amb Laurence Wohlers
12:00 PM					
12:30 PM	LUNCH 12:15 - 1:15	LUNCH 12:00 - 1:00	LUNCH 12:15 - 1:15	LUNCH 12:00 - 1:00	LUNCH 12:15 - 1:15
1:00 PM					
1:30 PM	1:15-2:00 You and Your Post Joe Johnson	1:00 - 4:00 Consultations Suggestions to include: PD Desk Officer, PDOD team, IIP and ECA resources	1:15 - 2:15 The OIG and an Effective PAO Joe Johnson	1:00 - 2:30 PD & CONS in Good Times and Bad Flachsbart, Kathryn L, Director FSI/SPAS/CON	1:15 - 2:45 You and Your Post: Presentations Joe Johnson
2:00 PM					
	2:15-4:00 Strategic Planning Exercise and Case Studies Joe Johnson		2:15-2:30 BREAK	2:30-2:45 BREAK	
2:30 PM					
3:00 PM					
3:30 PM					
			2:30-3:30 You and Your Post Joe Johnson	2:45-3:45 Security and PAO John Root	2:45 - 3:15 Evaluation: Feedback and Survey
			3:30-4:00 Parking Lot Issues Joe Johnson		