

# Symposium Program

**9:30-9:45 a.m. Opening Remarks**  
Robert Spickler  
President of the Canadian Conference of the Arts

**9:45-11:00 a.m. The Role of Arts and Culture in Canadian Public Diplomacy**  
*What is the current role of arts and culture in public diplomacy? Is it possible to have an effective public diplomacy strategy without arts and culture? What can we say about the role of public diplomacy in recent Canadian foreign policy?*

Panelists:

**Bill Graham** Former Foreign Affairs minister  
**Marcel Masse** Former Communications minister  
**Judith Marcuse** Danser and choreographer for danse and theatre  
Moderator: **René Cormier**, member of the CCA Board of Directors

**11:00-11:15 a.m. Coffee Break**

**11:15 a.m.-12:30 p.m. Towards Effective Cultural Diplomacy: Foreign Practices and New Perspectives on Canadian Foreign Policy**  
*What are the best practices and models that potentially might be applied to Canadian public diplomacy practices? What role do arts and culture play in these practices? What mistakes should Canada avoid? What should be the future orientation of Canadian foreign policy? What should be the role of the arts and culture in this orientation?*

Panelists:

**Émile Martel** Former Canadian Diplomat and President of Centre québécois du P.E.N. international  
**Martin Rose** Director of the British Council in Canada  
**Koichi Takahashi** Former Japanese Diplomat  
**Diane Wilhelmy** Former Delegate General of Québec in New York  
Moderator: **George Haynal**, Vice-President, Public Policy, Bombardier

**12:30-1:30 p.m. Lunch Break**

**1:30-3:00 p.m. Another Form of Diplomacy: the Importance of an International Network for Major Cultural Institutions**  
*How important is it for cultural institutions to develop an international network? How do cultural institutions build international partnerships? Have international exchanges led to a form of reciprocity between institutions and between nations? How does international exposure affect the perception of culture at home? How can we assess the real impact of cultural diplomacy?*

Panelists:

**Jean-Michel Tobelem** Director, Cabinet-Conseil Option culture  
**Jean Fredette** Former Director of Centre culturel canadien à Paris  
**John R. Porter** Executive Director, Musée national des beaux-arts du Québec  
**William J.S. Boyle** Chief Executive Officer, Harbourfront Centre  
**Marie-Hélène Falcon** Executive and Artistic Director, Festival TransAmériques  
Moderator: **Philip Szporer**, member of the CCA Board of Directors

**3:00-3:15 p.m. Coffee Break**

**3:15-4:45 p.m. New Horizons for the Arts and Culture on the International Scene**  
*How are relations established between nations today? How can cultural pluralism be preserved? How does new technology influence the development of relations between nations? What is the future of cultural diplomacy?*  
Exposé by **Jean Tardif**, Director, PlanetAgora

**Plenary Session: Where Do We Go from Here?**  
Moderator: **Alain Pineau**, National Director of the Canadian Conference of the Arts

**4:45-5:00 p.m. Closing Remarks**

**6:00-7:00 p.m. CCA's Annual Awards Ceremony at Montreal City Hall, hosted by Mayor Gérald Tremblay. Special guests.**  
*Presentation of the Keith Kelly Award for Cultural Leadership and the CCA Diplôme d'honneur.*