

East Asia and Pacific
IRC DIRECTORS CONFERENCE
August 9 - 11, 2004
Bangkok, Thailand

GOALS

IRCs are increasingly being called upon to serve younger audiences, to assist in the establishment of American Corners, to work with audiences that are skeptical of information disseminated by the U.S. government, and to report in detail on the use of IIP products and services. The 2004 IRC Directors' Conference will provide an opportunity for staff in the East Asia-Pacific region to strategize and plan for the coming year to better rise to these challenges.

At the end of the conference, participants will be able to:

- Report to IIP/G/IR on their use of centrally funded databases in a standard format;
- Write effective reports for the RESULTS database and provide useful feedback on post use of IIP information products;
- Plan and conduct IRC programs aimed at younger audiences;
- Address the issue of balancing extra workloads of outreach programs for younger audiences with existing services to target audience members;
- Find new ways of disseminating U.S. Government information to audiences that are unreceptive to U.S. foreign policies;
- Share their efforts and products more efficiently through the use of the South East Asia Regional Server (SEARS).

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AGENDA

MONDAY
August 9, 2004

08:30 – 9:30 **Meet at Intercontinental Hotel, Concorde 4**

Welcoming Remarks

Mark Larsen, PAO Bangkok

Administrative Briefing
Introduction of Participants

Luella Davis, IRO Bangkok

Program Overview

Mike Huff, IRO Beijing

With increased attention to youth audiences, American Corners, and public diplomacy outreach, this year's conference will focus on evaluating current IRC practices and strategizing for future effectiveness. Participants will discuss their use of IIP products to reach both new and traditional target audiences, and improve their ability to measure and demonstrate IRC results.

09:30 – 10:30 **IIP Products – Group Discussion**

Moderator: Elizabeth Leonard, IRO Tokyo

Each director will have 7 to 10 minutes to describe how he or she is using IIP's information products to support public diplomacy goals. What are the best features of these products? Problems? What post-funded language versions are in development? What new features or products would you like to see?

10:30 – 11:00 **Break and Group Photo, Lower Lobby**

11:00– 12:30 **IIP Products – Group Discussion (*continued*)**

12:30 – 14:00 **Lunch at the International Buffet, Espresso Restaurant**

14:00 – 15:15

Countering Anti-U.S. Sentiment: IRC Strategies – Panel

Moderator: Stephen Mallinger, IRO Bangkok

Chengwen, Li (Mr.) – IRC Chengdu

George, Gerard (Mr.) – IRC Kuala Lumpur

Nyein, Myat Sann (Ms.) – IRC Rangoon

Kim, Su Nam (Dr.) – IRC Seoul

Panelists will share experiences, ideas, and strategies for handling anti-U.S. perceptions among East Asia audiences in their countries. How have IRCs responded to unfriendly environments? Have IIP products on Iraq and Muslim life in the US been useful?

15:15 – 15:35

Break

15:35 – 17:00

Hard Buys and Soft Sells: Policy vs. Society & Values in IRC Programs – Panel

Moderator: Mike Huff, IRO Beijing

Brillo, Eva B. (Ms.) – IRC Manila

Wong, Solomon (Mr.) – IRC Hong Kong

Wang, Patricia (Ms.) – IRC Taipei

Vo Khoi Dac (Mr.) – IRC Ho Chi Minh City

Panelists will discuss their experiences in disseminating "hard" policy information vs. "soft programming" on society and values. What is the importance of policy information in the IRC program? Does "soft" have a role in promoting the "hard"? What are the best tactics for distributing policy information?

18:00 – 19:30

**Welcome Reception – Intercontinental Hotel (cash bar)
Bridges Lounge, Lobby Level**

TUESDAY
August 10, 2004

09:00 – 09:30

IRC Results: Demonstrating IRC Effectiveness

Elizabeth Leonard, IRO Tokyo

A discussion of the rationale for reporting IRC contributions to public diplomacy, the RESULTS database, and channels for IRC reporting.

09:30 – 10:00

Writing with Impact

Elizabeth Leonard – IRO Tokyo

A review of effective writing and reporting techniques. What guidelines do IRC directors use in drafting reports? Should there be a standardized IRC reporting format?

10:00 – 10:20

Break

10:20 – 12:00

Excellence in IRC Reporting – Panel

Moderator: Elizabeth Leonard, IRO Tokyo

Dawley, Rachel (Ms.) – PAS Hong Kong

Vivian, Christine (Ms.) – IRC Wellington

Ryu, Yuko (Ms.) – IRC Fukuoka

Datta, Aruna (Ms.) – IRC Singapore

Critique of 4 model reports from the region. Panelists will summarize the event itself, why they felt it was significant, and how the highlight came to be written.

12:00 – 13:15

Lunch at the International Buffet, Espresso Restaurant

13:25

Gather at hotel lobby for Embassy shuttle

Don't forget your I.D.!

13:30 – 14:00

Shuttle to the Embassy

- 14:00 – 15:00** **“Who are they, what do they want, and how often do they want it?” Quantitative Standards for Measuring and Reporting Reference and Research Work**
Mike Huff – IRO Beijing
- Using reference statistics as effective IRC results, as strategic planning tools, and as measures of IRC use of centrally funded databases, we will be looking at benchmarking techniques recommended by the Special Libraries Association.
- 15:00 – 15:30** **Break**
- 15:30 – 17:00** **Using Microsoft Access to Generate Reference Question Logs**
Mike Huff – IRO Beijing
- Hands-on training in the use of Microsoft Access for reference query reporting.
- 17:00** **Shuttle back to the Intercontinental Hotel**
- 18:00** **Group Activity & Dinner**

**Wednesday
August 11, 2004**

08:00 – 10:00

Younger, broader, deeper: American Corners and other strategies for reaching new IRC audiences – Panel

Moderator: Luella Davis, IRO Bangkok
Bhuyatorn, Supiengpitch "Sue" (Ms.) – IRC Bangkok
Simanjuntak, Melling - IRC Jakarta
Wang, Patricia (Ms.) – IRC Taipei
Kim, Su Nam (Dr.) – IRC Seoul
Wong, Solomon (Mr.) – IRC Hong Kong

Have the audiences and conduct of U.S. public diplomacy changed since the war on terrorism? What is the role of IRCs in working with "younger, broader, deeper" audiences, and how does it affect workloads and strategic planning? What kind of assistance from Washington would be helpful in managing American Corner programs? A demonstration of American Corner web sites will be featured.

10:00 – 10:20

Break

10:20 – 11:30

SEARS (Southeast Asia Regional Server) Web Site – Breakout Groups

Following a demonstration of the SEARS web site by IRO Luella Davis, breakout groups will evaluate the current usefulness of the web site and exchange ideas for how to make it a more effective regional collaboration tool.

11:30 – 12:00

SEARS (Southeast Asia Regional Server) Web Site – Group Discussion

Moderator: Luella Davis

Spokespersons will summarize key points discussed in the breakout sessions.

12:00 – 13:30

Lunch at the International Buffet, Espresso Restaurant

13:30 – 15:00

Report from the 2004 IRO and ALA Conferences – Panel

Luella Davis, IRO Bangkok
Mike Huff, IRO Beijing
Elizabeth Leonard, IRO Tokyo
Stephen Mallinger, IRO Bangkok

IROs will report from the Washington conference on IIP's Content Management System, the CAJE project, the transition from PDNet to OpenNet, the QuestionPoint project, and other topics. Those who attended ALA will share observations on professional issues and trends. IRC Directors will have an opportunity to voice their questions and concerns about any of these topics.

15:00 – 15:20

Break

15:20 – 16:30

Outreach Strategies – Breakout Groups

Working in small groups, participants will share and evaluate outreach strategies and identify the region's best practices. Discussions may include products, services, and programs; IRC responses to breaking news; timely dissemination of significant publications; innovative post initiatives; or new work methods.

16:30 – 17:00

Outreach Strategies – Group Discussion

Moderator: Stephen Mallinger, IRO Bangkok

Spokespersons will summarize best practices from the breakout sessions.

17:00 – 17:30

Wrap-Up and Evaluations