Brand Finance®

Global Soft Power Summit 2020

Wednesday, 26th February 2020
16:30 – 19:30
Lecture Theatre 1,
Blavatnik School of Government,
University of Oxford, OX2 6GG

The world is at a crossroads where **power dynamics are shifting permanently.** Soft power is now the driving force behind reputation and influence on the global stage. If nations do not **act now** to enhance and leverage their soft power, they will be left in the wake of their neighbours and counterparts.

Join us at Brand Finance's Global Soft Power Summit 2020, where **practitioners and researchers** will explore and debate the **role of soft power in international relations.**

The Summit will feature the unveiling of the **Global Soft Power Index** by Brand Finance - the world's most comprehensive soft power study, surveying opinions of over **50,000 people** in more than **85 countries.** The University of Oxford's **Dr Paul Temporal** has served as the key academic adviser to this study.

Tickets for the event are complimentary.

Learn more | **Reserve your seat here**

softpower@brandfinance.com **#SoftPower**

Speakers:

- **David Haigh**, CEO, Brand Finance
- **Kate Arthurs**, Director of Arts, British Council
- **Omar Salha**, Lecturer and Research Fellow in Soft Power, Centre for International Studies and Diplomacy, SOAS
- **Dr Paul Temporal**, Associate Fellow, Saïd Business School, University of Oxford
- **Peter Fisk**, Professor of Leadership and Strategy, IE Business School
- **Professor Richard Sambrook**, Director, Centre for Journalism, Cardiff University, and former Director, BBC World Service
- **Lord Sebastian Coe**, Chairman of CSM Sport and Entertainment, President of World Athletics
- **With more speakers to be announced.**

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