

Riga StratCom Dialogue 2022

25 – 26 May 2022 | Riga, Latvia



Welcome note by Mr Jānis Sārts, Director of NATO Strategic Communications Centre of Excellence

The world has changed. The COVID pandemic and Russia's invasion of Ukraine have woken us to a new reality, where the forces of change no longer appear fully under our control. Perhaps the past thirty years, marked by relative peace and stability, have made us forget that democratic values cannot be taken for granted, but have to be put into practice and defended every day. And with inflation, rising living costs, job insecurity on the horizon and the looming danger of climate change, the 'storm season' in national and international politics is setting in. How can we, as a global community, prepare for these challenges and find ways to thrive in this age? How can we uphold and strengthen the unity of nations when national self-preservation threatens to pull us apart? How might we use innovative technologies to expand knowledge and build resilience?

Focusing primarily on the war in Ukraine, the Riga StratCom Dialogue 2022 will provide a platform for important discussions that will help us formulate necessary and perhaps unexpected answers. Ongoing battles in the physical and online environment reaffirm that strategic communications must be at the leading edge of the latest developments in communications, technology, and politics and where they intersect: be that foreign election interference, climate change, the (mis)use of big data, or the ongoing war in Ukraine. Moreover, these era-defining crises have underlined the need to not only analyse the present but to offer visions for a fairer, more peaceful, and united world. I look forward to taking first steps towards this future with you over the coming days.



Mr Jānis Sārts

Director, NATO StratCom CoE, Riga

ABOUT THE CONFERENCE

Russia's invasion of Ukraine has threatened values that underpin the rules-based international order: human rights, peace, security, self-determination, and national sovereignty. With the world's eyes on Ukraine, we must recognise that what is happening in the information space and in the hearts and minds of people across the world will have an outsized impact on the outcome of this war. In this fluid and contested environment, it is more important than ever that strategic communications maintains its place at the highest level of decision-making.

From 25 to 26 May 2022, the Riga StratCom Dialogue will bring together the strategic communications community for two days of intensive and inspiring discussion between experts across disciplines from around the globe.

As in years before, our conference does not shy away from asking difficult questions: whether that means interrogating assumptions on how to counter disinformation, exploring uncharted territory in AI regulation, or assessing what Russia's invasion of Ukraine means for NATO and the future of the global rules-based order.

PROGRAMME

DAY 1 - 25 MAY

08:30 – 09:30 Registration

09:30 – 10:00 Opening Remarks

- » **Mr Jānis Sārts**, Director, NATO Strategic Communications Centre of Excellence
- » **Mr Krišjānis Kariņš**, Prime Minister of the Republic of Latvia

10:00 – 11:30

Under fire: Russia's invasion of Ukraine and the global information space

In February, Russia launched an unprovoked and unjustified military attack against Ukraine, posing the gravest threat to Euro-Atlantic security in decades. As part of this attack, it has further invaded the global information space with everything from misleading narratives to deceiving images and flat-out lies. What communication tactics has the Kremlin used to justify war and to what impact? How effective has the communication response been by Ukraine and the West? Which of our long-standing assumptions and beliefs about Russian communication warfare have been confirmed or proven wrong?

Moderator: Dr Maxine David, Lecturer in European Studies at Leiden University and Research Fellow at the Global Europe Centre, University of Kent

Speakers:

- » **Mr Ross Burley**, Co-Founder & Executive Director, the Centre for Information Resilience
- » **Amb. Juris Poikāns**, Ambassador of Latvia to Poland
- » **Ms Liubov Tsybulska**, Founder of the Centre for Strategic Communications and Information Security under the Ministry of Culture and Information Policy of Ukraine

11:30 – 12:00 COFFEE BREAK

12:00 – 13:30

Battlefields in the mind: societal resilience and cognitive defence

Undermining an opponent's will without firing a shot is an ancient strategy with continued appeal. Societal resilience is key to effective defence. In the past, imminent threats and clear enemies have helped unite societies in times of crisis. But today, social media's information silos and echo chambers have fragmented people into their own micro worlds. Against this

backdrop, how do we make sure that people in democracies can find common ground and unite to meet the myriad crises we face?

Moderator: Ms Elina Lange-Ionathamishvili, Senior Expert, NATO Strategic Communications Centre of Excellence

Speakers:

- » **Amb. Mark Regev**, Senior Fellow, the Institute for National Security Studies (INSS) at Tel Aviv University
- » **Mr Paul Bell**, Country Director, Agenda Georgia
- » **Ms Natalya Popovich**, Co-founder, Ukrainian Crisis Media Center

13:30 – 14:30 LUNCH

14:30 – 16:00

What strategic communications has to say about NATO's new Strategic Concept

When NATO leaders meet at the Madrid summit later this year, they will finalise the new Strategic Concept and determine the Alliance's approach to defence and deterrence for the next decade. This is a pivotal time for the future role of strategic communications in NATO. In the lead-up to the summit, people thinking about and practicing strategic communications must clarify the following questions: How can a strategic communications mindset further strengthen NATO deterrence? What are the main tensions in the field of strategic communications which must be heeded in the new Strategic Concept? And more generally, what are the prerequisites and priorities for its implementation over the next years?

Moderator: Dr Neville Bolt, Director, King's Centre for Strategic Communications, King's College London

Speakers:

- » **Dr Artis Pabriks**, Defence Minister and Deputy Prime Minister of the Republic of Latvia
- » **Amb. Julianne Smith**, United States Permanent Representative to NATO
- » **Mr Giedrimas Jeglinskas**, Assistant Secretary General, NATO

16:00 – 16:30 COFFEE BREAK

16:30 – 18:00

Foreign election interference: where we are today

Years after extensive Russian election meddling in the United States and elsewhere was brought to light, we are still grappling with its political, legal, and social ramifications. Fol-

lowing Russia's invasion of Ukraine, today's information environment has become even more tense. As tensions continue to escalate between Russia and the West, are governments, media, and NGOs ready to fight disinformation and foreign interference and secure electoral integrity? The value liberal democracies place on freedom of expression, freedom of opinion, and a competitive media environment means our societies are inherently vulnerable to ruthless and cynical methods of manipulation. Can we finally address the challenge of identifying and holding to account those who peddle disinformation? And, if not, what are avenues available to nation states in fighting and retaliating against foreign interference?

Moderator: Mr Sebastian Bay, Team Leader, Election Security, Swedish Election Authority

Speakers:

- » **Dr Marija Golubeva**, Former Minister of the Interior of the Republic of Latvia
- » **Dr Martyna Bildziukiewicz**, Head, East StratCom Task Force, European External Action Service
- » **Mr Raphaël Glucksmann**, Member of European Parliament, the Chair of the Special Committee on Foreign Interference in all Democratic Processes in the European Union, including Disinformation
- » **Ms Laura Thornton**, Director, Alliance for Securing Democracy, German Marshall Fund

18:00 – 18:15 CLOSING REMARKS

- » **Mr Jānis Sārts**, Director, NATO Strategic Communications Centre of Excellence

18:45 – 20:30 DINNER

DAY 2 – 26 MAY

09:00 – 09:45 Registration

09:45 – 10:00 Opening Remarks

- » **Mr Jānis Sārts**, Director, NATO Strategic Communications Centre of Excellence

10:00 – 11:30

Formulating a rules-based order for the digital age: big tech in the spotlight

Billions of people begin and end their days immersed in online environments and virtual reality. While the offline world has largely been marked by peace, in the online world, an information battleground is only ever a few clicks away. With Russia's invasion of Ukraine, we are witnessing the coalescing of offline and online battlegrounds. Social media giants know that decisions they make at this time concerning their platforms can be matters of life or death and provoke tectonic geopolitical shifts. Russia's invasion has highlighted still unanswered questions concerning how much responsibility big tech and social media companies have

in preventing online propaganda. For example, what have these companies done to limit the spread of Russian disinformation about the war in Ukraine? What role can NATO play in envisioning and realising what a rules-based virtual life should look like?

Moderator: Mr Felix Kartte, Senior Advisor, Reset

Speakers:

- » **Dr Yoel Roth**, Senior Director of Safety & Integrity, Twitter
- » **Mr David Agronovich**, Director, Global Threat Disruption, Meta (Facebook)
- » **Ms Quinn McKew**, Executive Director, Article 19

11:30 – 12:00 COFFEE BREAK

12:00 – 13:30

How to be smart about Artificial Intelligence

Over the past ten years, Artificial Intelligence and Machine Learning has experienced unprecedented growth. These developments have made it easier for malicious actors to manipulate audiences, but have also offered up new methods to counter the spread of disinformation. As the application of AI reaches into more areas of human life, what risks and opportunities must we balance against each other? What can and should be done to ensure oversight and control? More fundamentally, the immersive experiences of enhanced reality and virtual reality are poised to profoundly alter our perception of reality. Will this change what we believe and who we think we are?

Moderator: Ms Nora Biteniece, Consultant, the State Chancellery of Latvia

Speakers:

- » **Mr Frantisek Vrabel**, CEO, Semantic Visions
- » **Mr Kevin Zerrusen**, Chief Operating Officer Reality Defender
- » **Dr Jean-Christophe Boucher**, Professor, School of Public Policy, Department of Political Science, University of Calgary

13:30 – 14:30 LUNCH

14:30 – 15:00 Keynote

- » **General Philippe Lavigne**, NATO Supreme Allied Command Transformation

15:00 – 16:30

War of the words: military strategy and strategic communications

A motivated soldier, demoralised enemy, and supportive population are the dream of any commander. Those who view conflict through the lens of strategic communications know that these key ingredients of victory rely on the power of narratives to inspire minds and channel emotion. In a time of informational incoherence and societal division, military commanders

have a role to play in both physical and virtual battlefields. Hard questions need to be asked, not in pursuit of final answers, but to remain self-aware and keep pushing strategic communications forward. How do we measure outcomes in the cognitive domain? And how can commanders of Western militaries make sure that the practice of strategic communications are in line with democratic, liberal, and ethical values?

Moderator: Lieutenant Colonel (ret.) Rita LePage, Strategic Communications Consultant

Speakers:

- » **Major General (ret.) Pekka Toveri**, Chairman, Finnish Strategic Studies Support Foundation
- » **Mr Jay H. Janzen**, Director of the Communications Division, Supreme Headquarters Allied Powers Europe
- » **Mr Jānis Kažociņš**, National Security Adviser to the President of Latvia

16:30 – 16:45 CLOSING REMARKS

- » **Mr Jānis Sārts**, Director, NATO Strategic Communications Centre of Excellence

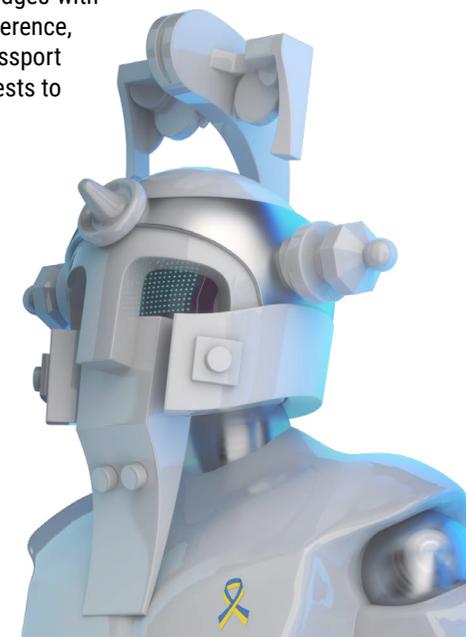
16:45 – 18:00 Verre de l'amitie

IMPORTANT SECURITY INFORMATION

The conference badge will be issued to conference guests only after showing one's ID card or passport. Due to the GDPR regulation we cannot issue badges to 3rd parties (colleagues, etc.) without being shown the respective person's ID card or Passport.

For security reasons, guests are asked to carry their badges with them at all times, including social events. During the conference, guests are asked to carry their personal ID cards or passport with them at all times - security personnel might ask guests to show their personal ID or passport as well.

Please wear your badge so it is clearly visible.



CONFERENCE BINGO

IF YOU CAN CIRCLE EVERY ITEM ON THIS LIST, COME TO THE INFO DESK AND RECEIVE A SMALL TOKEN FOR BEING ALL EARS!

| | | | |
|-------------------------|------------------------|--|--------------------------|
| Hybrid warfare | Disinformation machine | "Thank you for the opportunity to speak at this important event" | Open-source intelligence |
| Information environment | Societal resilience | Interference | Malicious actor |
| Debunking | Coffee break | Volodimir Zelenskyy | Strategic communications |
| "The floor is yours!" | Economic sanctions | "That is a very good question" | Artificial Intelligence |
| Слава Україні! | Sun Tzu Quote | False narrative | War rethoric |

DON'T MISS OUT

With the world's eyes on Ukraine, we must recognise that what is happening in the information space and in the hearts and minds of people across the world will have an outsized impact on the outcome of this war. In this fluid and contested environment, it is more important than ever that strategic communications maintains its place at the highest level of decision-making. Era-defining crises, from the COVID-19 pandemic to climate change, have also underlined the need to not only analyse the present but to offer visions for a fairer, more peaceful, and united world. These discussions can not be missed out. Visit stratcompodcast.podbean.com for more.

IN CASE YOU NEED HELP

Our volunteers and staff are here for you. Find someone with an orange lanyard and they will be happy to help you.

If you have queries, please contact Ms Alise Krauja, Cell/WhatsApp: + 371 25152954

BE SOCIAL

Follow the discussion and ask questions on Twitter - [@stratcomcoe](https://twitter.com/stratcomcoe) [#RigaStratComDialogue](https://twitter.com/RigaStratComDialogue)

MEDIA & LOUNGE

Be sure to visit our 'Media & Lounge' space. There will be plenty of our publications and academic journals to read, fresh "Illy" coffee as well as livestream of some of the panels.

WiFi

WiFi Network: RSD2022

WiFi Password: challenge_everything

TRANSPORTATION

25 May

08:15 – 10:00 Radisson Blu Latvija Hotel – Hanzas Perons Gallery (Every 15 minutes)

08:15 – 10:00 Pullman Riga Old Town Hotel – Hanzas Perons Gallery (Every 20 minutes)

19:30 – 20:30 Hanzas Perons Gallery - Radisson Blue Latvija Hotel (Every 15 minutes)

19:30 – 20:30 Hanzas Perons Gallery - Pullman Riga Old Town Hotel (Every 20 minutes)

26 May

08:45 – 10:00 Radisson Blu Latvija Hotel – Hanzas Perons Gallery (Every 15 minutes)

08:45 – 10:00 Pullman Riga Old Town Hotel – Hanzas Perons Gallery (Every 20 minutes)

17:30 – 18:30 Hanzas Perons Gallery - Radisson Blue Latvija Hotel (Every 15 minutes)

17:30 – 18:30 Hanzas Perons Gallery - Pullman Riga Old Town Hotel (Every 20 minutes)

KEYNOTE SPEAKERS, MODERATORS AND SPEAKERS



Mr David Agranovich

David Agranovich is Meta's Director for Global Threat Disruption, where he coordinates the disruption of influence operations, cyber-espionage, and adversarial networks across Meta and develops policies to deter misuse of the platform. Prior to joining Facebook, David served as Director for Intelligence at the National Security Council (NSC) in the White House, where he led the United States Government's efforts to address foreign interference in democratic systems and elections. While at the White House, he also oversaw efforts to improve U.S. government cybersecurity and coordinated the international response to Russia's targeting of dissidents in Europe. In addition to his time at the White House, he has served in a variety of senior roles at the Department of Defense focused on Russian counter-intelligence, organized crime, and corruption, and contributed to the bestselling expose on Russian government corruption, "Putin's Kleptocracy." He speaks English, Russian, Spanish, and some Mandarin Chinese.



Mr Sebastian Bay

Sebastian Bay is the team leader for election security at the Swedish Election Authority. Sebastian was a senior expert at NATO StratCom CoE from 2018 to 2020, where he focused on election protection and social media manipulation. Before joining the StratCom CoE, Sebastian was responsible for the election protection preparation efforts at the Swedish Civil Contingencies Agency ahead of the 2018 Swedish national elections. Sebastian recently co-authored a chapter on "A Swedish Perspective on Foreign Election Interference" in *Defending Democracies: Combating Foreign Election Interference in a Digital Age*.



Mr Paul Bell

Paul Bell is a former chief executive of the London geo-political consultancy, Bell Pottinger Sans Frontieres, and of the public relations division of Chime PLC. He specialises in operations in fragile and conflict-affected states, focusing on political development, counterterrorism, radicalisation and extremism, and reducing violence in political and post-conflict environments.

Mr Bell has consulted in more than 30 countries across Europe, the Middle East, North Africa, and sub-Saharan Africa. His clients have included the US State Department, US Central Command and US Special Operations Command, British ministries including Defence, the Home Office and FCDO, Nigeria's National Security Adviser, the Nigerian National Defence College, and the Governments of Botswana, Iraq and Yemen. He has also provided strategic advice to political and business leaders in Georgia, Germany, Latvia, South Africa, the United Kingdom, and Yemen.

In 2004-2011 he worked in Iraq, leading and building the Information Operations Task Force, the US Army's leading information and psychological operations unit. which supported two elections and a referendum, developed campaigns to discourage support for illegal armed groups, and inflicted a major propaganda defeat on the Al-Qaeda insurgency in Anbar province. From 2016-18 he served as chief communications strategist for an EU-funded programme delivering CVE programmes in Lebanon, Morocco, and Tunisia. He has also worked on election campaigns in Georgia, Latvia, South Africa, Turkey, and the United Kingdom.

Currently based in Tbilisi, Georgia, he is Country Director for Agenda, a US strategic consultancy which supports NATO communications in Eastern Europe and the Balkans. Mr Bell has delivered crisis management for a leading bank, served as chief strategist for a US program aimed at countering malign foreign influence, served as chief communications adviser to a new opposition party, and led communications training for political parties in the run-up to elections. In Kyiv in February 2022, he oversaw the development and production of a campaign to promote recruitment to the Ukrainian territorial defence forces.

Paul Bell is a Trustee of the Duke of Edinburgh's International Award for Young People.



Dr Martyna Bildziukiewicz

Dr Bildziukiewicz is a strategic communications and disinformation expert. Since 2018 she has been part of the EU East Strat-Com Task Force, of which she became the head in May 2021. The task force, based in the European External Action Service, runs the EUvsDisinfo project – the European Union’s flagship initiative that monitors, responds to, and raises public awareness about pro-Kremlin disinformation. Dr Bildziukiewicz is also engaged in EU strategic communications in the Eastern Neighbourhood. Before she started to explore the dark side of words and messages, she was a career diplomat, spokesperson of the Polish Permanent Representation to the EU, journalist, and analyst. Dr Bildziukiewicz holds a PhD in political science.



Ms Nora Biteniece

Ms Nora Biteniece is a consultant at the Strategic Communication Coordination Department of the State Chancellery of Latvia where she monitors the information environment and works on various national and international efforts to identify and counter disinformation. In her previous post as a software engineer at the Technical and Scientific Development Branch of the NATO Strategic Communications Centre of Excellence, Nora worked on projects focused on countering the malicious use of social media and the use of geo-targeting in information and manipulation activities. Nora holds a bachelor’s degree in Computer Science and Neuroscience from Keele University (UK).



Dr Neville Bolt

Director, King’s Centre for Strategic Communications (KCSC)
King’s College London

Dr Neville Bolt is the Director of the King’s Centre for Strategic Communications (KCSC), a leading global centre of expertise in strategic communications. He is also Editor-in-Chief of Defence Strategic Communications, the peer reviewed academic journal of NATO Strategic Communications Centre of Excellence.

Dr Bolt is convener of the Masters programme in Strategic Communications in the Department of War Studies, King’s College London. He has co-convoked the Masters course ‘Evolution of Insurgency and Counterinsurgency’. And he teaches the International Relations course ‘Transnational Movements, Networks and Revolutionary Strategy’. He is supervisor to PhD students researching topics including empathy in international negotiations; trust in the revolutionary theatre; counter-conduct & democratic dissent; materiality of communication in urban space; metaphors of containment in the Cold War. He was the Teaching Excellence Award Winner 2017.

Much of his career was spent as a television journalist and producer-director at the BBC, ITV, and CBC (Canada). Working in news and current affairs, he specialised in the production of war zone documentaries covering conflicts in Africa, Latin America, the Middle East, and Indian subcontinent. Later he created strategic communications campaigns with the British Labour Party, Amnesty International, and the African National Congress (ANC)/Anti-Apartheid Movement.

His book *The Violent Image: Insurgent Propaganda and the New Revolutionaries* (Columbia University Press) was published in 2012. It received the CHOICE ‘outstanding academic status award’ 2013. He is currently writing two books: *The Future Came Too Soon – State and Insurgency in the Digital Age*; and *Disinformation & The Human Condition*.



Dr Jean-Christophe Boucher

Dr Jean-Christophe Boucher is an Assistant Professor at the School of Public Policy and at the department of political science at the University of Calgary. At present his research is focused on applied machine learning to understand how the digital world shapes our society. He is currently responsible for projects funded by the Department of National Defence (DND) to study information operations and the Social Science and Humanities Research Council (SSHRC) to understand civil-military relations in Canada. Dr Boucher also holds grants from Alberta Innovates, the Vaccine Confidence Fund, and Merck to study vaccine hesitancy on social media and develop better communications strategies and tools to increase vaccine uptake. He holds a BA in History from the University of Ottawa, an MA in Philosophy from the Université de Montréal, and a PhD in Political Science from Université Laval. His areas of expertise are international relations, with an emphasis on foreign policy, international security, and data analytics.



Mr Ross Burley

Ross Burley is Co-Founder and Executive of the Centre for Information Resilience, an independent non-profit that counters disinformation, exposes human rights abuses and combats online behaviour harmful to women and minorities.

Ross has over 18 years' experience in national security-focused strategic communications and international relations. A former British civil servant, Ross served in the Foreign & Commonwealth Office in London, Washington D.C. and Tel Aviv. He was a foreign policy advisor to the former UK deputy Prime Minister, Sir David Lidington, leading on nuclear proliferation, international counter terrorism, human rights, and Latin America. He also worked for several years in the private sector for leading British strategic communications firms. From 2017 to 2020, Ross designed, implemented, and led several of the UK Government's counter disinformation programmes, including the Open Information Partnership. Ross remains part of the UK Government's Stabilisation Unit, as a Civilian Deployable Expert in strategic communications.

Ross has been published in the Washington Post, The Telegraph, International Business Times and Vice News. He holds a BA (Hons) and MSc in Anthropology from Oxford University, where he specialized in the intersection of counter insurgency and ethnography in Northern Ireland.



Dr Maxine David

Dr David is a Lecturer in European Politics at the University of Leiden, Netherlands. She is a foreign policy analyst specialising in EU-Russian and Russia-US relations, especially in the context of the world order, international intervention, and the role of social media. She is co-editor and contributing author of The Routledge Handbook of EU-Russia Relations, published in 2021.



Mr Raphaël Glucksmann

Raphaël Glucksmann is a Member of the European Parliament representing France for S&D since 2019. He serves as the Chair of the Special Committee on Foreign Interference in all Democratic Processes in the European Union, including Disinformation. He is also member of INTA, AFET, DROI and SEDE committees.

After graduating from SciencePo Paris, he was a journalist in Algeria (2002) before carrying out an investigation on France's responsibility for the genocide of the Tutsi in Rwanda (2004). From 2008 to 2013, he worked on the rapprochement of Georgia and the European Union. In 2017-2018, he was the director of the Nouveau Magazine Littéraire. He has co-founded new political party in 2018 called "Place Publique". He is the author of four political and philosophical essays.



Dr Marija Golubeva

Dr Marija Golubeva is a Latvian politician, political scientist, and historian. She served as Latvia's Minister of the Interior from June 2021 to May 2022. Dr Golubeva holds a master's degree in history from the Central European University and a PhD from the University of Cambridge. In her academic work she specialises in the politics of education and immigration.



Mr Giedrimas Jeglinskas

Giedrimas Jeglinskas is the Assistant Secretary General for Executive Management. He has overall responsibility for management of the NATO headquarters, and is the Secretary General's primary advisor for NATO-wide management issues. Before assuming his current post, Mr. Jeglinskas served as the Vice-Minister of Defence of Lithuania beginning in 2017. From 2010 to 2017, Mr. Jeglinskas worked as Vice President in Corporate Banking at Citigroup, most recently in Warsaw, Poland. His earlier roles at Citigroup included capital markets origination and corporate finance in New York, Tokyo, Singapore, and Sydney, Australia. A former Lithuanian Army officer, Mr. Jeglinskas served as a platoon commander with the Lithuanian Grand Duke Algirdas Mechanised Infantry Battalion and as a senior intelligence analyst in the Ministry of National Defence. Mr. Jeglinskas graduated from the U.S. Military Academy at West Point with a BSc in Political Science and Computer Science. He holds an MA in National Security Studies from Georgetown University's School of Foreign Service in Washington, DC and an MBA in Strategy and Finance from Columbia Business School in New York. Mr. Jeglinskas speaks English, Russian, French and Polish.



Mr Jay H. Janzen

Mr. Jay H. Janzen is a strategic communications professional with over two decades of multinational and military experience. Prior to joining SHAPE as the Director of the Communications Division, Mr. Janzen was a Brigadier-General in the Canadian Armed Forces, where he led efforts to enhance strategic communication and military public affairs capabilities.

Mr. Janzen joined the Canadian Forces Reserves in 1989 and subsequently enrolled in the Regular Force in 1990. He graduated from Royal Roads Military College in 1994 with a BA in History and Political Science. Upon commissioning, he completed training as an Armoured Officer and served in two Canadian Armoured Regiments in a variety of leadership positions.

In 1999, Janzen voluntarily transferred to the Public Affairs Branch and graduated from the Defense Information School in Fort Meade, Md. Following his training, he was posted to Army Headquarters in Ottawa, where he worked in a variety of public affairs positions. In 2003-04 he completed a six-month tour in Afghanistan as the public affairs officer for the 3rd Battalion, Royal Canadian Regiment Battalion Group. From there he served as the Senior Public Affairs Officer for an Army Division, and then ran a military marketing and engagement office responsible for Western and Northern Canada. In 2008/2009, he deployed to Kandahar where he completed a ten-month tour as the Senior Public Affairs Advisor for Joint Task Force Afghanistan.

In May of 2009, Janzen was appointed Director of Army Public Affairs in Ottawa, where he was responsible for all Army public affairs and marketing activities across Canada. He graduated from the NATO Defence College in 2011, and in 2012 became the Chief of Media Operations at SHAPE. He was awarded the NATO Meritorious Service Medal for his role as a leading communications strategist and military spokesperson involved in communicating NATO's multifaceted response to the Russia-Ukraine crisis. He was also the communications advisor to the Deputy Supreme Allied Commander Europe (DSACEUR).

In 2015 he was promoted to Colonel and assumed the position of Director of Military Strategic Communications in Ottawa. In 2018, he completed the National Security Program, and was appointed as an Officer in the Canadian Order of Military Merit. He was promoted to Brigadier-General in 2018 and served as Director General Military Strategic Communication and Director General Public Affairs. He also completed the Senior Joint Information Operations Application Course at the U.S. Air University. Mr. Janzen speaks regularly on the topic of strategic communication to academics, think-tanks, staff colleges, and international security conferences.



Mr Felix Kartte

Felix leads RESET's work on EU policy and countering disinformation. RESET is a global philanthropic initiative supporting projects at the intersection of technology and democracy, and advocating for tighter regulation of Big Tech companies. Previously, Felix was a Policy Officer at the European External Action Service where he coordinated the EU's strategy against digital disinformation.



Mr Jānis Kažociņš

Mr Jānis Kažociņš has been the National Security Adviser to the President of Latvia and Secretary of the National Security Council since January 2016. Previously he was an advisor for the Latvian Ministry of Foreign Affairs and Ministry of Defence on international and cyber security matters. Appointed by the Latvian Parliament, Mr Jānis Kažociņš served as Director of the Constitution Protection Bureau for ten years, beginning in 2003. During that decade, in 2011, he was Chairman of NATO's Civilian Intelligence Committee.

Born in the United Kingdom of Latvian parents, he was a British Army officer serving in the British Army of the Rhine, Northern Ireland, Norway, Belize and elsewhere. Following renewed independence of the Baltic States, Mr Jānis Kažociņš was the first UK Defence Attaché to Estonia, Latvia, and Lithuania. He formed and commanded the British Military Training and Advisory Team for Central and Eastern Europe in the Czech Republic and later was British Military Adviser to the Chief of Defence of Slovakia. He retired early from the UK Forces in August 2002 with the rank of Brigadier (NATO 1 star) in order to live permanently in Latvia.

Mr Jānis Kažociņš holds a Bachelor's degree in Philosophy from Nottingham University.



Ms Elina Lange-Ionatamishvili

Senior Expert, NATO StratCom COE

Elina's professional career has been mostly related to security, communications, public diplomacy, research, training, and education. She has been a defence civil servant for eight years, four of which she spent in Georgia running a NATO trust fund for professional development and reform support. Her previous jobs involved heading the Public Diplomacy Division at the Ministry of Defence of Latvia and working on public diplomacy projects under the NATO Riga Summit 2006 Task Force.

Currently Elina works at the NATO Strategic Communications Centre of Excellence, covering the Nordic-Baltic region, Georgia and the Arctic. Her research projects focus on narratives, target audience analysis and strategic communications terminology. Elina holds an MA in Communication Science (2006) and an MA in Audio-Visual and Stage Arts (2020), specialising in documentary film-making. Her debut documentary 'Restless Memories' (2020, 53 min) focuses on memory construction in post-war Georgia. She is a PhD student at King's College London, researching memory construction in strategic communications.



Lieutenant Colonel (ret.) Rita M. LePage

Lieutenant Colonel LePage served in the Canadian Armed Forces for 31 years as a Public Affairs Officer. She was part of a number of United Nations and NATO operational deployments including in Croatia, Bosnia, and Afghanistan. LTC LePage was the Public Affairs Officer for two Canadian Forces Chiefs of Defence Staffs (CHODS), and two NATO Supreme Commanders Allied Powers Europe (SACEUR).

From 2008 to 2012 she worked at NATO's Supreme Headquarters Allied Powers Europe (SHAPE), where she helped develop the Strategic Communication concept for the Alliance, including policy, directives, capability implementation plans, and operations integration. From 2012 to 2014 she was the Director of Public Affairs Operations and Plans – Military Strategic Communications at the National Defence Headquarters in Ottawa.

She retired from the Canadian Armed Forces in July 2014 to accept a position as Senior Expert, Doctrine, Policy and Experimentation, at the NATO Strategic Communication Centre of Excellence in Riga, Latvia.

Today LTC LePage continues to consult and share her expertise with NATO, the Canadian Armed Forces, and A.T. Kearney Middle East.

She is a graduate of the Canadian Forces College Joint Command and Staff Program, and holds a Masters of Business Administration in Public Relations and Communications Management and a Masters of Defence Studies.



Ms Quinn McKew

Quinn McKew is the Executive Director of ARTICLE 19, the leading international freedom of expression organisation. As a graduate of both Stanford (international relations and the environment) and Georgetown University (MBA in non-profit management), McKew's experience has spanned both the public, private, and third sectors. Since joining ARTICLE 19 in 2011 she has played a vital role in developing a world-leading programme of work on digital infrastructure and human rights and become a leading voice on the protection of civic space from a rights-based perspective. She is also a board member of The Equal Rights Trust – an international organization combating discrimination.

Prior to joining ARTICLE 19, Quinn was a senior strategist with a London-based consultancy specialising in sustainability, working with major corporations to develop the means to integrate sustainability into their operations. This was part of a life-long passion for the natural world which saw her progress from research fellow with the World Wildlife Fund to lead the American Rivers Wild River Campaign as Senior Director of the organization, during which she had access to the highest levels of state and federal government. Quinn also helped to launch the Georgetown Women's Leadership Initiative while working towards her MBA.



General Philippe Lavigne

The nomination of General Philippe Lavigne to the post of Supreme Allied Commander Transformation was approved by the North Atlantic Council on 28 May 2021.

General Lavigne has accumulated a particularly diverse and robust operational experience. Having joined the French Air Force Academy in 1985, he qualified as a pilot in 1989, flew the Mirage 2000 during operations in the former Yugoslavia and in Iraq before assuming command of the 1/5 Fighter Squadron "Vendée" in 2001. He subsequently served within the Paris-based Joint Strategic Planning and Command Operations Centre (CPCO) where he contributed to the planning of several peacekeeping and humanitarian operations from 2003 to 2005.

After serving in the Planning Office of the French Air Force Staff, where he was tasked with issues related to space and European cooperation in the field of simulation, he was selected to attend the Centre for Higher Military Studies (CHEM) in 2008 and the "Defence Policy" course at the Institute of Advanced Studies in National Defence (IHEDN). He was appointed Deputy Director at the General

Secretariat for Defence and National Security in Paris in 2009, where he served for three years dealing with a number of sensitive and complex issues in an interagency setting with multinational entities.

He served twice in high-level joint positions, first as the Information Director within the Joint Staff of the Armed Forces between 2012 and 2014 and then as Director of the French Chief of Defence's front office from 2016 to 2018. Between those two postings, he commanded the Kabul International Airport with its 5000 staff and 57 nationalities and supervised the transfer of military responsibility for the airport to the Afghan civilian authorities.

On 31 August 2018, he was appointed Chief of Staff of the French Air Force, renamed as the French Air and Space Force in 2020, whilst under his command.

General Lavigne was made a Commandeur in both the Légion d'honneur and the ordre national du Mérite, and awarded the Croix de la Valeur Militaire. He has accumulated over 2800 flight hours and flown 46 combat missions on the Mirage 2000. He is married to Isabella and they have three children. He continues to play rugby, a long-held passion, whose cherished values have inspired his motto: "Win as a Team".



Dr Artis Pabriks

Minister Artis Pabriks is the current Minister for Defense and Deputy Prime Minister of Latvia. Previously, he held positions as the Latvian Minister of Foreign Affairs, and Minister of Defense, and was a member of the European Parliament.

He holds a degree in history from the University of Latvia (1992) and a Ph.D. in political science from the University of Aarhus, Denmark (1996). After finishing his Ph.D., he became the first rector of the Vidzeme University of Applied Sciences, a newly founded regional college located in Valmiera, Latvia. Later on, Dr. Artis Pabriks held the position of associate professor at Riga International School of Economics and Business Administration.

During his academic career, his research interests were focused mainly on security policy, multiculturalism, nationalism, ethnic policy, ideologies, gender issues, and human rights. He has worked also as a policy analyst and consultant in several NGOs. He has co-authored "Latvia: Challenge of Change" (2001), which was subsequently re-published together with volumes on Lithuania and Estonia under the title "The Baltic States: Estonia, Latvia, and Lithuania" (2002).

Minister Pabriks joined politics as one of the founding members of Tautas Partija (People's Party) in 1998 and became a member of Saeima, the Latvian Parliament in March 2004. He served as Minister of Foreign Affairs from July 2004 to October 2007. He was one of the founding members of the Party Society for Political Change in September 2008.

Pabriks was elected to the European Parliament at the European election in 2014. During his four-year Parliamentary service, Dr. Artis Pabriks was a member of the Committee on International Trade and the Committee on Civil Liberties, Justice, and Home Affairs. He was responsible for the Comprehensive Economic and Trade Agreement between Canada and the EU, and the reform of FRONTEX.

In 2015, news media reported that Pabriks was included on a Russian blacklist of prominent people from the European Union who are not allowed to enter the country.

In June 2018, Pabriks left the Unity party and joined the liberal movement Development/For!. He was nominated as the prime ministerial candidate of this electoral alliance and was elected a member of the Saeima in the 2018 Parliamentary election. Since January 2019, he serves as Minister of Defense and Deputy Prime Minister in Arturs Krišjānis Kariņš's cabinet.



Ambassador Juris Poikāns

In 2020 Juris Poikāns was appointed as Ambassador of Latvia for Poland. His impressive career in the Ministry of Foreign Affairs began more than 25 years ago. Prior to his current posting, Mr Poikāns served as ambassador to Ukraine (2015-2020) and Slovenia (2008-2010), non-resident ambassador to Moldova (2014-2016), Kosovo (2009-2010), and Bosnia and Herzegovina (2009-2010), and as Counsellor in Latvia's embassy in the Washington, D.C. (2010-2011) and Minsk (2006). In Riga, he also served as Ambassador at Large of the Policy Planning Group (2013-2015) and Director of several departments in the Ministry of Foreign Affairs.

Ambassador Poikāns holds a bachelor's degree in Political Science and a master's degree in Social Science from the University of Latvia.



Ms Natalia Popovych

Natalia Popovych, a civic activist, international communications expert and entrepreneur, founder of One Philosophy, a communications and management consultancy, and WeAreUkraine.info, a repository of truth about Russia-Ukrainian war and a global engagement and advocacy platform for promoting the Ukrainian resilience. Natalia has been at the forefront of Ukraine's efforts to counter the Russian hybrid warfare since 2014. She is a co-founder of Ukraine Crisis Media Center, one of the leading NGOs in Ukraine countering Russia's disinformation. In 2014 Natalia managed the 24/7 MH17 tragedy international communications response hub. In 2014-2017, she served in the capacity of an advisor on information policy to the Chief of the President's Administration of Ukraine and led the reform major public sector communications in Ukraine's key branches of power. Natalia has set up the Hybrid Warfare Analytical Group of UCMC and UChoose.info, anti-populism and media literacy platform. Co-author of the research on the perceptions of European values in the Russian media in 2017, Natalia is a public lecturer, an expert on organisational and societal resilience building and countering of disinformation, a columnist featured and quoted by the Washington Post, the Guardian, Radio Free Liberty, the Voice of America, Ukrayinska Pravda, NV and ProvokeMedia, among others. She is the co-founder of the Ukrainian Association of Public Relations, a member of the Senate of the Ukrainian Catholic University and serves as a board member of the Ukrainian Institute. Most recently, Natalia has become a co-chair of the Ukraine Communications Support Network, an international taskforce organised by PRCA and ICCO to coordinate the pro bono efforts of global public relations players in support of Ukraine.



Ambassador Mark Regev

Ambassador Mark Regev is a senior visiting fellow at the Institute for National Security Studies (INSS) at Tel Aviv University. He is a public information and international media expert, with experience in the highest professional echelons.

Most recently, Ambassador Regev served as senior advisor for foreign relations and international media to Israel's prime minister. From 2016-2020 he was Israel's ambassador to Britain. Before departing for London, he served as the prime ministerial adviser and spokesman to international media (2007-2016), becoming one of Israel's most prominent voices in the English-speaking world. Over the years, he has served in a range of diplomatic roles in the Foreign Ministry, including Ministry spokesman in Jerusalem (2004-2007), councilor in Washington (1999-2004), first secretary in Beijing (1993-1996), and deputy consul in Hong Kong (1991-1993).

Ambassador Regev holds a bachelor's degree in political science and history from the University of Melbourne, a master's degree in political science from the Hebrew University of Jerusalem, and a master of science in business management from Boston University.



Dr Yoel Roth

Dr Roth is the Senior Director of Safety & Integrity at Twitter. He leads Twitter's policy and threat investigation teams responsible for security, authenticity, and content policy, including misinformation, election security, data privacy, and user identity. Before joining Twitter, Yoel received his PhD from the Annenberg School for Communication at the University of Pennsylvania. His research and teaching focused on understanding how policy, governance, and code influence the types of communities that are able to safely and securely form online – and how the choices of developers, designers, and policymakers can systematically push certain types of identities and communities to the digital margins.



Mr Jānis Sārts

Jānis Sārts is the Director of the NATO Strategic Communications Centre of Excellence, a multinational, cross-sector organisation providing comprehensive analysis, advice, and practical support in strategic communications to the Alliance and its allied nations. Prior to that, he served as State Secretary of the Latvian Ministry of Defence for more than seven years, leading defence sector reforms during an economic crisis period, developing a new state defence concept, and encouraging regional defence cooperation within NATO and the EU. He has also led the Latvian Government's efforts to increase its security and defence in cyberspace. As Chair of the National Cyber Security Board, he was responsible for formulating and overseeing the implementation of Latvia's cyber security policy, as well as for overseeing the work of the National Information Technology Security Incident Response Institution – CERT.LV.



Ambassador Julianne Smith

Ambassador Julianne Smith assumed her position as the U.S. Permanent Representative to NATO in November 2021. Prior to her current position, she served as a Senior Advisor to Secretary Blinken at the Department of State. Previously, she served as the Director of the Asia and Geopolitics Programs at the German Marshall Fund of the United States. From 2014 – 2018, she served as the Director of the Transatlantic Security Program at the Center for a New American Security (CNAS).

From 2012-2013, she served as the Acting National Security Advisor and Deputy National Security Advisor to the Vice President of the United States. Before her post at the White House, she served for three years as the Principal Director for European and NATO Policy in the Office of the Secretary of Defense in the Pentagon. In January 2012, she was awarded the Office of the Secretary of Defense Medal for Exceptional Public Service.

Prior to her government service, Ambassador Smith held a variety of positions at research institutions including the Center for Strategic and International Studies (CSIS), the German Marshall Fund, the American Academy in Berlin, and the Stiftung Wissenschaft und Politik in Berlin. She has written extensively on transatlantic relations and European security.

Ms. Smith is a recipient of the Richard von Weizsäcker Fellowship at the Bosch Academy in Berlin and the Fredin Memorial Scholarship for study at the Sorbonne in Paris. A native of Michigan, she received her B.A. from Xavier University and her M.A. from American University. She spent a year learning German at the University of Munich. In 2017, she received the Cross of the Order of Merit of the Federal Republic of Germany.



Ms Laura Thornton

Laura Thornton is director and senior fellow at the Alliance for Securing Democracy (ASD) at the German Marshall Fund. With offices in D.C. and Brussels, ASD's mission is to deter, defend against, and raise the costs of autocratic interference in democracy by building expertise across the pillars of information operations, cyber, elections, malign finance, civil society subversion, and emerging technology.

Prior to joining ASD, Thornton was director of global programmes at International IDEA, a Stockholm-based intergovernmental think and do tank with the mission to advance democracy. She managed multiple teams across Europe focused on constitution-building, parliamentary processes, elections, gender and inclusion, political parties, and democracy assessment and analysis. In this role she managed the Institute's Global State of Democracy products, including a COVID-19 monitor tracking the impact of pandemic responses on democracy and human rights.

Thornton also served at the National Democratic Institute for more than 20 years, serving in leadership positions across Asia (Cambodia, Thailand, Malaysia, Indonesia, Singapore, Sri Lanka) and in Georgia. She has written extensively about political party development, political finance and corruption, elections, and disinformation, and has led multiple election observation missions across the globe. Thornton did her graduate work at Princeton University and Oxford University, and earned her BA from Northwestern University.



Major General (ret.) Pekka Toveri

Major General Toveri has had a long and decorated career in the Finnish Armed Forces. After serving his national conscript service in the Uusimaa Light Infantry Battalion at Santahamina, Helsinki, he was promoted to the rank of reserve second lieutenant in 1982 and then attended the Defense Forces Cadet School, Helsinki. Upon his graduation in 1985, he was commissioned as an armoured corps lieutenant.

In his first assignment as a commissioned officer, MG Toveri went to the Tank Battalion, Armoured Brigade in Hattula, Southern Finland. He served in different tank companies as Platoon Leader, Tank Company XO, and Tank Company Commander from 1985 to 1992. In 1992, he was assigned to Tank Battalion HQ where he served as Chief of Staff until August 1993.

After attending the General Staff Officer Course, MG Toveri served as Senior Staff Officer in the G2/3 Division, Military Province HQ, Hämeenlinna, from 1995 to 1996. The following year he served in Bosnia as a Senior Staff Officer in the G2 Division, NORDPOLBDE HQ, IFOR/SFOR. In June 1997, he was assigned to the Finnish Embassy in Stockholm, Sweden, as the Deputy Defence Attaché.

MG Toveri was assigned back to the Armoured Brigade in July 2000, where he served as Commander of the Armoured School. In 2002, he went to the Finnish Defense Command where he served as the Deputy Sector Chief, Strategic Planning, J3. In 2005, MG Toveri was assigned as the Finnish Liaison Officer to U.S. Joint Forces Command in Norfolk, Virginia. Upon his return to Finland in August 2007, he was assigned to the Finnish Defense Command where he served as the Army Commanders representative at J5. From July 2010 to February 2011, he served in Afghanistan as Director of Operations and Chief of ANSF Development in Regional Command North HQ, ISAF.

MG Toveri returned to Finland to take command of the Armoured Brigade in April 2011. In January 2014, he was assigned as Commander, Western Army Command. As part of the Finnish Defense Forces reorganisation, he disbanded the Command at the end of 2014. In January 2015, he took command of the newly established Guards Jaeger Regiment, an area command responsible for the defence of Southern Finland and the national capital area. MG Toveri was then assigned to Defense Attaché Training in April 2016 and the same year he was appointed as the Finnish Defense, Military, Naval and Air Attaché to the United States and Canada.

MG Toveri returned to Finland in 2019, to serve as the Chief of J2 in Defence Command Finland (Defense Intelligence), at the time when the biggest improvements of Defence Intelligence capabilities were undertaken since the end of World War II. MG Toveri retired from this position in early 2021. He is still active and sharing his expertise as the Chairman of the Finnish Strategic Studies Support Foundation, Board Member for Aqsens BC Company, mentor for the General Staff Officer Students in the National Defense University, as well as a writer and consultant.



Ms Liubov Tsybulska

Liubov Tsybulska is founder and the first head of the Centre for Strategic Communication and Information Security in Ukraine. She is one of the leading experts on hybrid threats in her country and advisor to the Minister of Foreign Affairs on countering disinformation. Prior to joining the government, she used to lead the Hybrid Warfare Analytical Group of the NGO Ukraine Crisis Media Center. She also assisted the chief of the General Staff of the Ukrainian Armed Forces and the Vice Prime Minister for European and Euro-Atlantic integration as a strategic communication advisor. From 2016 to 2017, Ms Tsybulska led the press office of the Vice Prime Minister for European and Euro-Atlantic integration. Before that, she had worked as a journalist for various Ukrainian media outlets. She holds degrees from both Taras Shevchenko National University of Kyiv and Kyiv International University.



Mr Henrik Twetman

Henrik Twetman is an independent analyst in the field of strategic communications. He formerly served as a Senior Expert in the Technology and Scientific Development Branch at the NATO Strategic Communications Centre of Excellence in Riga where his portfolio included a wide range of topics, from social media manipulation and data brokerage, to disinformation and electoral interference. Mr Twetman has studied these and similar issues in the context of academia and the military, as well as the public sector.



Mr Frantisek Vrabel

Founder and CEO of Semantic Visions, a software-based analytics firm located in Prague and London, operating a military-grade open-source intelligence (OSINT) system that collects and analyzes 90% of the world's online news content. Vrabel is an expert on the use of disinformation by state actors, particularly Russia and China, and is a frequent media commentator on the threats to democracy posed by disinformation and the Big Tech business model.

As a serial entrepreneur with Silicon Valley experience, Vrabel has advised governments around the world on enhancing their use of open-source data in threat analysis. In 2019, Semantic Visions won the US/UK "Tech Challenge," a global competition to fund the development of cutting-edge new technology to combat disinformation online. Prior to founding Semantic Visions, in 2011, Vrabel worked in the defense industry on C4i (Command, Control, Computers, Communications, and Intelligence) systems technology.

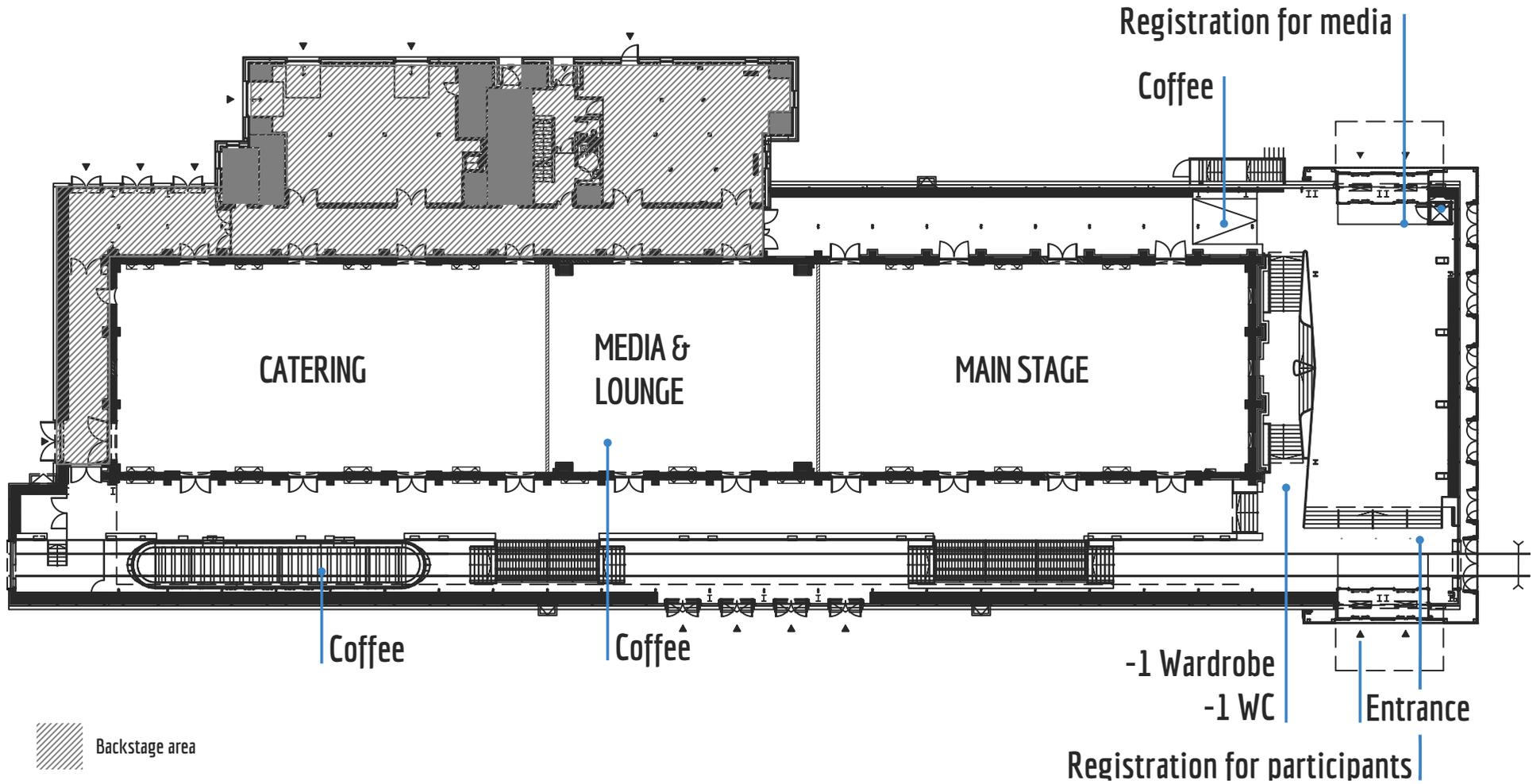


Mr Kevin Zerrusen

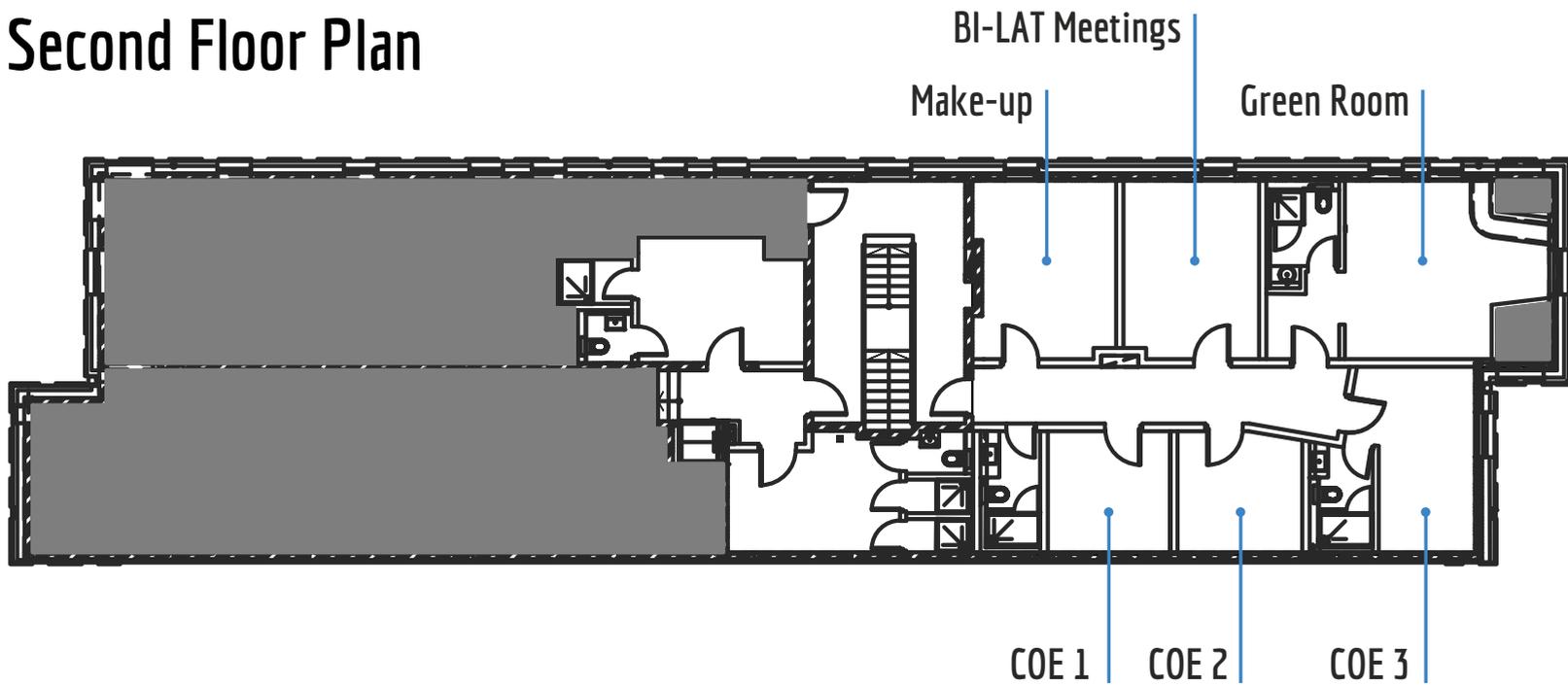
Kevin Zerrusen is the Chief Operating Officer (COO) of Reality Defender – a deepfake detection platform. Prior to joining Reality Defender, Kevin was a Managing Director at Ernst & Young in the Cybersecurity practice focused on the financial sector, Senior Advisor for Cybersecurity Policy at the Securities and Exchange Commission (SEC), where he coordinated efforts across the agency to address cybersecurity policy, engage with external stakeholders, and help enhance the SEC's mechanisms for assessing cyber-related risks, and Managing Director at Goldman Sachs, where he led initiatives to strengthen technology risk governance, incident management, and insider threat programs. Before Goldman Sachs, Kevin had a career in the US Intelligence Community. Kevin has an M.B.A. from Syracuse University and a bachelor's degree from the University of Dayton.



First Floor Plan



Second Floor Plan



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