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**GRAND QUARTIER GÉNÉRAL DES PUISSANCES ALLIÉES  
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**To: NATO Public Affairs Officers**

**Subject: NATO Tri-Sc Public Affairs Conference 24-27 September 2012**

1. This year's annual NATO Public Affairs Conference – due to NATO Reforms – will for the first time be a Tri-Strategic event. The conference is planned for 24-27 September 2012 at NATO Undersea Research Centre (NURC) La Spezia, Italy. It will be hosted by Allied Command Operation's Public Affairs Office and co-sponsored by both Allied Command Transformation's Public Affairs Office and Science and Technology Organization. NURC has offered to support the organization of the event.
2. We are currently planning the agenda which includes Chicago Summit outcomes with broad introduction to the new NATO Command Structure with its impact on PA, we will look upon NATO PA resources, its development and deployability, discuss social media. This year all attendees will have an opportunity to be engaged more in lively break-out sessions.
3. I highly encourage your attendance and we recommend that you nominate one or more attendees. Your input to the agenda is welcome and encouraged. Please contact myself at IVSN: 254-7913 [gregory.julian@us.army.mil](mailto:gregory.julian@us.army.mil) or Project Officer LTC Dariusz Kacperczyk, ACO PAO, IVSN: 254-3871 [dariusz.kacperczyk@shape.nato.int](mailto:dariusz.kacperczyk@shape.nato.int) or [shapepao@shape.nato.int](mailto:shapepao@shape.nato.int)
4. The conference will commence with NATO Staff Tri-SC talks on Monday 24 September. MoD/DoD representatives will join the conference on Tuesday morning. However, we strongly encourage all participants to join an icebreaker reception which will be held on Monday evening. The conference will conclude the afternoon of Thursday, 27 September 2012. There will be also a conference dinner on Wednesday 26<sup>th</sup> and an optional cultural activity offered on Friday 28<sup>th</sup>.
5. Hotel rooms were pre-booked in different hotels in Lerici. The Admin Instructions will include all the details for registration. Please make your travel arrangements accordingly.
6. As the programme develops, updated information will be posted on the web site at <http://www.aco.nato.int/2012-nato-public-affairs-conference.aspx> We encourage you to fill in the online registration there, preferably before 15 July 2012.

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7. This is an exceptional once-a-year opportunity to meet colleagues, Public Affairs Practitioners across NATO, share ideas and experience, and enhance our professional development. We look forward to seeing you in September.



GREGORY JULIAN  
COL. U.S. Army  
ACO Chief Public Affairs Officer

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