

Workshop No. 3

The Dimensions of Saudi Arabia's Soft Power

Workshop Directors

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Workshop Schedule

Friday, 15 July 2022

9:00-9:15	Mark & Neil: Welcome and Introductions
9:15-10:00	Amer Alajm: "From Regional Soft Power to Global Nation Branding" Discussant: Khalid Al-Mansour <i>Group Discussion</i>
10:00-10:45	Khalid Al-Mansour: "Building National Tolerance Index to Promote the Soft Power of Saudi Arabia: The Experience of Saudi Arabia" Discussant: Amer Alajm <i>Group Discussion</i>
10:45-11:15	Coffee break
11:15-12:00	Kristin Diwan: "Religious Statecraft in 'Post-Wahhabi' Saudi Arabia" Discussant: Diana Galeeva <i>Group Discussion</i>

12:00-12:45 Diana Galeeva: “The Role of Religious Soft Power in Saudi-USSR/ Russia Relations”

Discussant: Kristin Diwan

Group Discussion

12:45-14:30 Lunch break (lunch is served at 13.00, please make sure to be there on time as it is roughly 15/20 walk to King’s College)

14:30-15:15 Bruno Schmidt-Feuerheerd: “Pandemic, Performance, Policies – the Effect of the Covid-19 Response in Saudi Arabia”

Discussants: Hanaa Almoaibed and Lama Khaiyat

Group Discussion

15:15-16:00 Hanaa Almoaibed & Lama Khaiyat: “Education, Development and Advancing the National Narrative in Saudi Arabia”

Discussant: Bruno Schmidt-Feuerheerd

Group Discussion

16:00-16:30 Coffee break

16:30-17:15 All Participants
Wrap-up session and discussion

CLOSING GRM 2022 DINNER JULY 15TH 19:00 (BST) AT KING’S COLLEGE

Saturday, 16 July 2022

09:00-09:15 Mark & Neil: Recap

09:15-10:00 **Emma Louise Leahy: “ Construction of a Crossroads: The AlUla Heritage Site and Saudi Arabia’s Soft Power Strategy”**

Discussant: Ghadeer Abualshamat

Group Discussion

10:00-10:45 **Ghadeer Abualshamat: “Art as a Cultural Diplomacy Tool in the Kingdom of Saudi Arabia”**

Discussant: Emma Louise Leahy

Group Discussion

10.45-11:15 Coffee break

11:15-12:00 **Ammar A. Malik & Katherine Walsh: “Does Foreign Aid Buy Global Influence? The Case of Saudi Arabia’s Overseas Development Financing Program”**

Discussant: Hamdullah Baycar

Group Discussion

12:00-12:45 **Hamdullah Baycar: “A Comparative Analyses of Gulf Investment in Sports: Qatar, the UAE, and Saudi Arabia”**

Discussants: Ammar A. Malik

Group Discussion

12:45-14:30 Lunch break (lunch is served at 13.00 at Corpus Christi)

14:30-15:15 **Ahmed Zahid: Saudi Arabia's Soft Power in Pakistan**

Discussant: Umer Karim

Group Discussion

15:15-16:00 **Umer Karim: Power in the Muslim World: A Currency in Decline**

Discussant: Ahmed Zahid

Group Discussion

16:00-16:30 Coffee break

16:30-17:30 **All Participants**
Wrap-up session and discussion

END OF WORKSHOP