



Invitation as  
Korea Public Diplomacy Ambassadors  
— Foreigners living in Korea

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## Korea Public Diplomacy Ambassadors – Foreigners living in Korea

To promote Korea more accurately and friendly through the eyes and mouth of foreigners living in Korea, Korea Public Diplomacy Association will invite representative from each country and appoint them as Korea public diplomacy ambassador. To encourage the development of public diplomacy by awarding people or organizations who contributed greatly to the development of public diplomacy at the end of the year and also to promote best practices widely



## Target :

- Foreigners living in Korea(more than 3 years) and also who loves Korea
- Foreigners who can communicate and write in Korean / Mother tongue
- Foreigners who are proud of their knowledge and experience about Korea
- Foreigners who can utilize their expertise in public diplomacy
- Foreigners who actively operate private channels such as blogs and SNS

## Number of representatives :

- 10~20 from each country

## Apply method:

- Send full resume and cover letter to [koreapda2017@naver.com](mailto:koreapda2017@naver.com)

## Selection method :

- Apply in person
- Recommendation from Foreign Embassy in Korea
- Local government recommendation
- Recommendation from Foreign community in Korea

## Application period :

- 2018.07.23 ~ 2018.08.15

## Announcement of successful applicants :

- 2018.08.31 (Individual notice)

## Activity period:

- 2018.09.01 ~ 2019.08.31



## Activities:

### Promote Korea

- Writing in a total of two languages (Korean and mother tongue) on the subject of 'Korea as I specialize in,' including culture, policy, sports, art, daily life, history and food.
- Actively post articles about Korea to the local press or major organizations

### Find articles about Korea

- Activities to find articles about Korea posted on various media
- In positive articles post positive comments on the other hand, negative articles can be analyzed to improve Korea's image

### To rectify false articles about Korea

- Activities to find wrong information about Korea and correct them among the various types of national textbooks, daily papers, weeklies and media

### Information leaflet made by foreigners

- Korea has no specific details when traveling, foreigners had no choice but to make a superficial impression. To address these inconveniences, the foreigners will produce and distribute the information leaflet made by themselves.
- An activity to inform more foreigners about Korea

### Project development

- An activity that suggests public diplomacy projects
- Activity to co-develop and implement a variety of public diplomacy activities in areas of everyday interest



## Benefits:

- Giving out letter of appointment as a public diplomacy ambassador
- Presenting for outstanding performers at the awards ceremony every year
- An opportunity to carry out own planned public diplomacy project
- An opportunity to become a main model of KPDA
- Creating a human network
- Opportunity to explore Korea
- Workshop for Capacity Development and Communication Expansion
- Pride that one feels when others get to know Korea through oneself



## Public diplomacy ambassador annual conference and award ceremony:

Holding an annual conference where the experiences and knowledge of public diplomacy ambassador are shared and the content of each country is announced. A variety of auditors and acknowledgments are selected for outstanding activity performer.



## Implementation method

- Presentation of each activities in every field of public diplomacy and select excellent public diplomacy ambassadors through the evaluation



## Date of implementation :

- January every year(Tentative):

## Award :

- Minister of Foreign Affairs award
- Seoul Mayor award(Local government organization award)
- Public Diplomacy Association Chairman award, diversification of award content



# Thank you



사단  
법인 **한국공공외교협회**  
Korea Public Diplomacy Association

Address: 1403, 92, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea

TEL: +82-2-720-0122 FAX: +82-2-720-0121

E-mail: [koreapda2017@naver.com](mailto:koreapda2017@naver.com)

[www.koreapda.org](http://www.koreapda.org)