

CommunicAsian: How Asia's Rise Is Shaping the Future of Communications, and How to Plan for It

Oliver Stelling – Book Launch

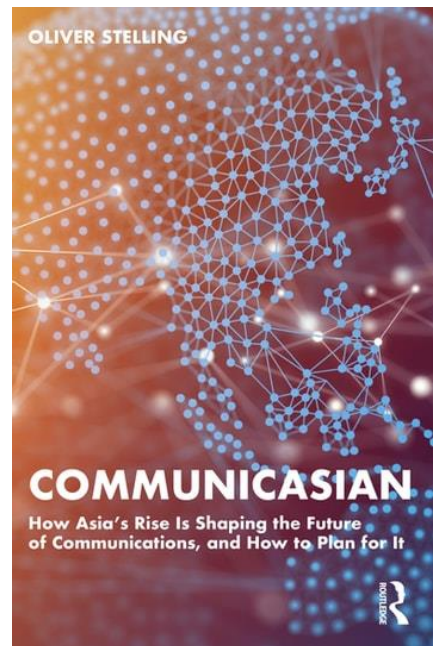
Wednesday 19 July: 5.30pm for 6pm – 7pm AEST at Dyason House, 124 Jolimont Road, East Melbourne

The rise of Asia has changed the world, now shaped by greater global connectivity, geopolitics and shifting spheres of influence. The 21st Century has already gained its de facto trademark, the “Asian Century”. It demands a new and future-ready approach to communications planning and implementation.

Facing this new operating environment, policymakers and business leaders have to act quickly. In [*CommunicAsian: How Asia's Rise is Shaping the Future of Communications, and How to Plan for It*](#) (Routledge, June 2023), Oliver Stelling taps into research and decades of experience in the world’s fastest-moving markets to outline the necessary adjustments to long-established practices and value propositions in both corporate and government communications.

What are the implications for managing cross-cultural dialogue and global discourse power? What does communication theory teach us? How do we unlock the full potential of public diplomacy? With the fast spread of misinformation and disinformation, how do we decouple PR from propaganda?

AIIA Victoria invites you to join author Oliver Stelling to discuss his new book. Copies will be available for sale and for signing. (Copies can be ordered [here](#); 20% discount available until 30 September 2023 – enter code **AFLO2** at checkout).



Oliver Stelling is an international advisor with more than three decades of experience in corporate and government communications, including 25 years in Asia. He served as Country Manager, Regional Director and Head of Strategy for global networks in China, Malaysia, Singapore and the United Arab Emirates. His main focus is on East–West relations, strategic communications and public diplomacy.

[**BOOK ONLINE HERE**](#)

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In-person: AIIA Premium members & Young Professionals free. AIIA Members \$20. Non-Members \$30. Student Non-Members \$10

Webinar: Free for all AIIA members. Student Non-Members \$5. Non-Members \$10