

CALL FOR PROPOSALS
Submit by May 31

Scholars and Practitioners
at the intersection of
Communication and International Relations:
submit your
Research, Communication Proposal, or Poster/Video
for the first conference dedicated to

COMMUNICATING for A BETTER WORLD

*How communication can strengthen the United Nations,
advance solutions to global issues, and help create a better world for all.*

21-23 OCTOBER 2026
NEW YORK CITY
COLUMBIA UNIVERSITY
CUNY GRADUATE CENTER

**LEARN MORE &
SUBMIT YOUR PROPOSAL**
SUBMIT BY MAY 31, 2026
communicatingforabetterworld.com

WHY THIS CONFERENCE?

“The United Nations cannot achieve its purposes unless the peoples of the world are fully informed of its aims and activities”

UN GENERAL ASSEMBLY
Resolution 13 (I), 13 February 1946

FEATURED SPEAKERS

Speakers include experts from the UN, academia, civil society, business, and the diplomatic community, e.g.:

MAHER NASSER
United Nations, Director of the Outreach Division

LA NEICE COLLINS
United Nations, Spokesperson for the 80th President of the General Assembly

STÉPHANE DUJARRIC
United Nations, Spokesperson for the UN Secretary-General

THEMES

Topics related to how communication is key to the work of the United Nations and the issues it addresses.

COMMUNICATION ASPECTS
e.g., AI, Branding, Digital Diplomacy, Information Integrity, Public Opinion

UNITED NATIONS SYSTEM
e.g., the UN Secretariat, the UN General Assembly, UNICEF, UNESCO

GLOBAL ISSUES
e.g., climate change, peacekeeping, sustainable development, human rights

PROGRAM

HIGH-LEVEL DISCUSSIONS
Interdisciplinary panels covering AI, information integrity, campaigns, etc.

RESEARCH PANELS
Scholars and practitioners share their research and exchange insights

NETWORKING SPACES
Identify collaboration opportunities to jointly communicate for a better world

EXPERT WORKSHOPS
Learn the art & craft of United Nations communication

ORGANIZERS & HOSTS

 COLUMBIA | SIPA

COLUMBIA WORLD PROJECTS | Thinking Doing Columbia Global

Ralph Bunche Institute
for International Studies

 GRADUATE CENTER

COLLABORATORS

UNITED NATIONS Academic Impact **UNA USA BU COM COLUMBIA** Alliance · ISD · Saltzman **FLETCHER** Center for Int. Law & Gov. **NORTH-EASTERN** School of Public Policy & Urban Affairs **SETON HALL** School of Diplomacy & IR **GW** Elliott School · Inst. for Public Dipl. & Global Comm. **THE NEW SCHOOL** Int. Affairs **UCLA** Burkle Center for IR **UF** College of Journalism & Comm. **VIENNA SCHOOL OF INT. STUDIES** · ACUNS · AIGA (NY) · ISA · ICA · AUSTRIAN MARSHALL PLAN FOUND. · DICEN IDF

ORGANIZING COMMITTEE

DR. STEFAN TSCHAUKO
Conference Creator & Chair

DR. ELI KARETNY
Interim Director, CUNY Ralph Bunche

PROF. DANIEL NAUJOKS
Lecturer, Columbia / SIPA

Aim of the Conference

The conference seeks to explore how UN organizations—and their stakeholders—can communicate to strengthen the institutions and advance solutions to global issues.

Scope for Submissions

We welcome submissions related to **ALL COMMUNICATION ASPECTS** related to the **UNITED NATIONS**, organizations and campaigns of the **UN SYSTEM**, and the **GLOBAL ISSUES** UN system organizations address. We encourage submissions that are relevant for the UN system organizations, including those with practical policy recommendations.

Submission Types (ABSTRACTS FOR ONGOING WORK ARE WELCOME)

RESEARCH PAPER. Original research that could be published as a paper. The paper will be presented on a panel and circulated among conference participants before the conference.

COMMUNICATION PROPOSAL. Submit creative ideas about how UN organizations and their stakeholders could communicate.

POSTER/ VIDEO. If your insights and ideas can be displayed in a visually engaging fashion, consider submitting a poster or video. Submissions will be displayed during networking events.

MORE DETAILS: www.communicatingforabetterworld.com.

ABOUT THE CONFERENCE

EFFECTIVE COMMUNICATION IS CENTRAL TO THE UNITED NATIONS'

ABILITY TO DELIVER ON ITS MANDATES. At a time when trust in institutions is under increasing strain and the rapid evolution of digital technologies is transforming how information is produced, shared and consumed, strategic communication has never been more critical. This was underscored by the Secretary General, António Guterres, during the Security Council's first debate on the subject, when he affirmed that "strategic communication is central to the success of all our work" (12 JULY 2022).

THE IMPORTANCE OF AN INFORMED GLOBAL PUBLIC WAS RECOGNIZED FROM THE EARLIEST DAYS OF THE UNITED NATIONS.

On 13 February 1946, the General Assembly established a dedicated department with the mandate to "promote to the greatest possible extent an informed understanding of the work and purposes of the United Nations among the peoples of the world" (A/RES/13(I), ANNEX I). For more than 80 years, this Department—formerly the Department of Public Information and now the Department of Global Communications—together with communication offices across the United Nations system, has worked to inform stakeholders about the Organization's work and to mobilize support for addressing global challenges.

TODAY, HOWEVER, WE ARE WITNESSING A COMMUNICATIONS ENVIRONMENT UNDERGOING PROFOUND DISRUPTION. Declining confidence in traditional media, increasing audience fragmentation, and the absence of clear guardrails for emerging artificial intelligence technologies are challenging information integrity

UN System Organizations

The United Nations and UN system consists of many different actors, including the UN Secretariat, the Security Council, and the General Assembly. It also includes many independent organizations, such as UNICEF, the World Food Programme, UNESCO, the World Health Organization, or the International Atomic Energy Agency – See [UN System Chart](#) for an overview.

Global Issues

Climate Change · Environment · Gender Equality · Human Rights · Peace & Security (e.g., Peacekeeping) · Sustainable Development (e.g., the SDGs) · Women, Peace, and Security (WPS Agenda) – See [SDGs](#) and [UN website](#) for more examples.

Communication-Related Aspects & Disciplines

Advocacy · AI · Branding · Celebrity Diplomacy · Communication for Development · Crisis Communication · Data Visualization · Digital Diplomacy · Emerging Technologies · External Relations · Graphic Design · Image and Reputation · Information Design · Information Integrity · Legitimacy · (Cause / Social) Marketing · Multilingualism · News & Media · Public Diplomacy · Public Information Public Opinion · Public Relations · Science Communication · Social Media · Strategic Communication · Visual Communications – See [our website](#) for more examples

and undermining the UN's ability to reach global audiences with accurate, consistent and reliable information. This context compels a critical question: how can United Nations communication effectively engage audiences, build trust and resilience, and empower digitally literate and informed stakeholders?

THIS CONFERENCE WILL BRING TOGETHER COMMUNICATION PROFESSIONALS FROM WITHIN AND BEYOND THE UNITED NATIONS SYSTEM, ALONGSIDE SCHOLARS, STUDENTS AND REPRESENTATIVES OF MEMBER STATES, TO CONSIDER THESE QUESTIONS. Together, participants will reflect on current communication challenges and opportunities, draw lessons from past approaches and achievements, and envision new pathways to build a healthy information ecosystem that supports multilateralism.

THROUGH HIGH LEVEL PANEL DISCUSSIONS, PARTICIPANTS FROM DIVERSE SECTORS WILL ENGAGE IN MUTUAL LEARNING, EXCHANGING PERSPECTIVES ON THE UNITED NATIONS' COMMUNICATION APPROACHES AND EXPLORING POTENTIAL SOLUTIONS. Scholars will present their research through panels and presentations, highlighting pathways for future inquiry with clear policy relevance. Dedicated networking spaces will enable participants to draw on diverse perspectives and explore opportunities for collaboration, while hands on workshops will provide practical learning directly with communication professionals.

JOIN US FOR THIS INTERDISCIPLINARY CONFERENCE, share your ideas and research, and help advance the United Nations' mission of communicating for a better world.