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# East–West Center Insights

## Featuring Pacific Leaders

### OUR SERIES

**East–West Center Insights** featuring *Pacific Leaders* is a new online flagship production of the Pacific Islands Development Program (PIDP) at the East–West Center (EWC). This multimedia project provides prominent Pacific leaders a platform to discuss policy achievements, outline strategic goals, and highlight critical regional issues. The *Pacific Leaders* series advances PIDP’s mission of serving as regional organization and convening hub for Pacific nations, conducting a broad range of activities to improve livelihoods and advance Blue Pacific priorities.

### Our Show

Each installment of the series showcases a Pacific leader in an interview-style discussion, conducted over Zoom webinar and facilitated by Ambassador Karena Lyons, EWC Vice President and Director of PIDP. The 30-minute program focuses on the priorities of the featured guest, with pre-approved questions informed by close consultation with staff. The *Pacific Leaders* series is a neutral meeting-place where policymakers may speak on regional issues, developments, and organizations, such as the Pacific Islands Forum.

### Our Audience

We leverage our 60-year history in the region to strengthen partnerships and networks through this venture. Our audience of multilateral stakeholders and thought leaders will utilize this experience to better inform their assessment of the opportunities and challenges facing the Pacific.



Our vision for the *Pacific Leaders* series is to create new synergies between US-based government agencies and stakeholders (Department of State, USAID, Department of Defense) and their counterparts across the region to address crucial security, economic, and governance challenges. Key takeaways from the dialogue will help to inform that work of analysts, country teams, media outlets, academics, foundations, and other bodies committed to the region.

### Show Format

Each *Pacific Leaders* event begins with a welcome and introduction from the host. Our guest then has the opportunity to make opening remarks for up to 10 minutes, either live or pre-recorded. An interview discussion follows, guided by pre-approved questions including audience questions that have been screened in advance. Brief closing remarks from the guest and the host conclude the event.

### Show Promotion

Each *Pacific Leaders* show is promoted across EWC and PIDP digital channels including website, social media, and email newsletters. Post-show content distribution includes a written synopsis on PIDP’s *Pacific Island Report*, a curated highlights video, and event clips tailored to social media platforms. ■