



Protocol International

Prof. Olivier Arifon

Biography

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Profile

Olivier Arifon is a professor; a consultant and an author specialized in political communication and crosscultural communication.

His consultancy activities are focused on seminars on business and political communication, lobbying and competitive intelligence for enterprises, high civil servants and diplomats.

CEO and trainer

Les Fils d'Ariane, Paris

He was born in Paris on 29 January 1961. After completing a master in marketing in 1985, he has worked 8 years as sales engineer providing communication solutions. Between 1992 and 1997, as creator of a two days role-playing simulation game "Negotiations in Bouthistan", he delivers training sessions on negotiation skills to students, military officers, managers and diplomats.

In 1993, going back to the university, while managing his communication and training company "Les Fils d'Ariane", he decides to realize a Ph. D.

In 1997, it was achieved at university Paris 8 as anthropologist in communication on the topics developed and observed during the training sessions of "Negotiations au Bouthistan."

Associate professor

Université de Belfort

Just after his Ph. D, in November 1997, he was recruited as associate professor at Université de Belfort, teaching communication skills, and time or conflict management. He was also in contact with the emerging sector of multimedia in the region.

In 1998, he trained high officers at the École de guerre (War School), Paris.

High education attaché

ministry for foreign affairs, Munich

From 2001 to 2003, he succeeds to enter to the French MFA in charge of High education cooperation between French universities and universities of Bayern. During that period, he experienced project management, fundraising, diplomatic relations and crosscultural awareness.

Experiencing cultural differences, he has written several methodological and descriptive articles on intercultural communication.



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Associate professor

Université de Strasbourg

Back to France on September 2003, Université de Strasbourg recruited him for lectures on competitive intelligence, influence and research.

Each year, he was in charge of a challenge between several schools on communication per year (OFF) competing to fulfil a competitive intelligence delivered by an enterprise.

Between 2006 and 2012, he was master trainer of a one weekseminar organized by the French embassy in Singapore. The purpose was to train 20 young diplomats from the 10 ASEAN countries to the French style of negotiation and to the French actuality.

Professor

Université libre de Bruxelles

In October 2011, he joined the communication department at ULB, for lectures on Influence and lobbying and Digital communication. He is in contact with many actors of European institutions as well as Think Tanks. Since 2015, he is Senior associate at European Institute of Asian Studies.

From 2006 to 2011, with a total of 9 journeys to China, he develops cooperation with the China Foreign Affairs University, training future Chinese diplomats and with Communication university of China, training MA students, in Beijing. Several articles on Chinese Internet regulation and the political project of China trough a soft power policy were published.

In 2011, a contact with an Indian professor at Jamia Millia University in Delhi conducts him to develop cooperation with India. Through 14 journeys, he was teaching Influence and lobbying at Jamia and was visiting professor at Jawaharlal Nehru University for 5 months in 2015.

In 2015, he is visiting professor at Unicamp, one of the leading universities in Brazil.

Author

He is the author of more than 50 papers, books chapter and articles mostly in academics journals (the list can be consulted at <http://difusion.ulb.ac.be>).