



**WIG**

The Whitehall & Industry Group  
connecting the sectors



## 'Brexit & International' Series

### Britain on the World Stage with Stevie Spring, Chairman, British Council

## Expert Insight

We were joined by Stevie Spring, Chairman of the British Council, for a webinar reflecting on Britain's role on the world stage. Discussing her 'smart' approach to 'soft power' and the British Council's crucial role at this pivotal juncture for the UK's international relations, Stevie touched upon many points including:

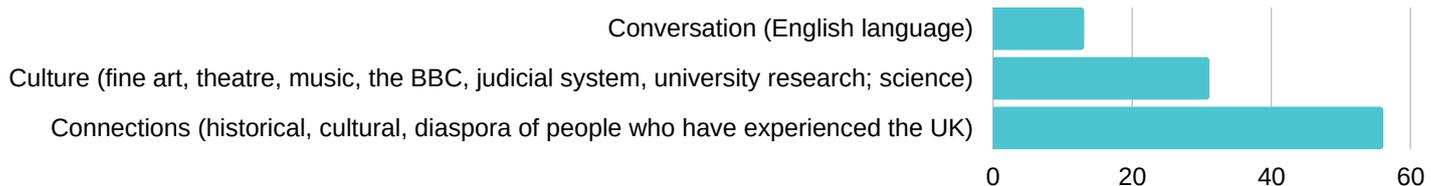
- Covid-19 has put national reputation high on the agenda. How we behave during the crisis may determine the UK's ability to operate internationally.
- Three 'C's' make up the UK's persuasive power on the world stage: 'Conversation', 'Culture', and 'Connections'.
- To be a force for positive change, the UK needs to make sure it has a relevant voice that is heard. It will therefore be vital that the UK keeps a seat at as many tables as possible post-Brexit.



## Cross-sector Opinion

Over 140 attendees from the breadth of our cross-sector membership listened in, we asked them:

### What is the most important role of the British Council?



## Our members' questions

Our members asked some challenging questions to be answered, some of the issues raised included:

- How the UK's global reputation may have been impacted by the handling of the Coronavirus crisis
- What strategies are likely to be most effective at tackling the challenge of projecting the UK in Europe following Brexit
- The ways in which the UK's international role could support the 'Levelling Up' agenda
- The role of Britain's young people in helping Britain take place on the world stage
- The ways in which city-to-city relationships have an important role to play in promoting the UK on a world stage

WIG members can listen to Stevie's presentation [here](#)  
To see our full programme of webinars, visit [www.wig.co.uk](http://www.wig.co.uk)