



Regional Expert Networks: Campaigning in a Data-driven World

Zagreb/ June 15-17 2018

ABOUT THE EVENT

Regional Expert Networks programme builds on outputs of the Regional Academy in Southeast Europe that created a regional framework for best practices exchange in party organization, campaigning and communications in 2016. In 2017, Regional Academy focused on developing a pool of local trainers, which will be engaged as moderators of regional seminars and workshops this year.

EVENT SCHEDULE

Friday June 15 2018

- 18:00** Word of welcome and opening remarks
Goran Neralić, president of the International Educational Center
Anastasiia Pravedna, project officer of the European Liberal Forum
- 18:15** Introduction to the weekend
Max Sundermann, ALDE data expert
Jelmer Schreuder, D66 data expert
Rob Geldhof, VVD data expert
Marlijn Heijnen, VVD data expert

Moderator: Saša Vasic, project manager of Boris Divković Foundation

- Ice breaking session
- Questions from trainers:
 - o How is data structured within the party?
 - o How is data collected within the party?
 - o Are elections results digitally available, and how?
- What do we want to learn (participants)

20:00 Dinner (Hotel)

END OF THE FIRST DAY

Saturday June 16 2018



- 9:30 Session 1 – **Data Theory**
Max Sundermann, ALDE data expert
- 10:30 Coffee break
- 10:45 Session 2 – **Data mapping**
Rob Geldhof, VVD data expert
Marlijn Heijnen, VVD data expert
- 11:45 Session 3 – **Practicalities of data**
Rob Geldhof, VVD data expert
Marlijn Heijnen, VVD data expert
- 12:30 **Lunch** (hotel)
- 14:00 Session 4 - **Case study exercise**
Max Sundermann, ALDE data expert
Jelmer Schreuder, D66 data expert
Rob Geldhof, VVD data expert
Marlijn Heijnen, VVD data expert
- 16:00 Coffee break
- 16:15 Session 4 – **Case study exercise**
Max Sundermann, ALDE data expert
Jelmer Schreuder, D66 data expert
Rob Geldhof, VVD data expert
Marlijn Heijnen, VVD data expert
- 18:00 Wrap-up second day
- 20:00 Dinner (Restaurant Vinodol, Teslina 10, Zagreb)

END OF THE SECOND DAY

Sunday June 17 2018

- 9:30 Session 5 – **Strategic importance of data**
Jelmer Schreuder, D66 data expert
- 10:45 Coffee break
- 11:00 Session 6 - **Strategic importance of data case study exercise**
Jelmer Schreuder, D66 data expert



11:45 Wrap up and next steps

12:00 **Conclusion of the event**
END OF THE THIRD DAY

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Friedrich Naumann
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