



IMS seminar: Grassroot campaigning

MILAN, ITALY/13-15/07/2018

ABOUT THE EVENT

This two day workshop organised by European Liberal Forum will bring together LYMEC Individual Members to equip them with tools to take part in the 2019 European elections and raise the number of young people actively engaged in politics on the grassroots level. The ultimate goal is to increase the voter turnout by raising awareness of liberal values among young people who are engaged in politics on a European level, while not necessarily being active in a national party.

The event is exclusively aimed at Individual Members of LYMEC. There is no participation fee, and we offer a travel reimbursement of 100 Euro per person (please **save all your tickets, receipts and boarding passes** in order to be eligible for the refund!). Accommodation and meals during the event are included.

EVENT SCHEDULE

FRIDAY, JULY 13

- 16:30** Opening and welcome
Edgaras Mascinkas, LYMEC Vice President
- 17:00** Setting the stage: LYMEC campaign plans, ALDE and national parties
Danica Vihinen, Secretary General of LYMEC and former Communication Officer at the Ministry for Foreign Affairs of Finland
- 18:00** Discussion on how to get involved, sharing of personal experiences
Moderator: Edgaras Mascinkas, LYMEC Vice President
- 19:00** Closing of day one
Edgaras Mascinkas, LYMEC Vice President
- 20:00** Dinner

END OF THE FIRST DAY

SATURDAY, July 14

- 09:00** Getting the vote out – the role of grassroots in increasing the voter turnout
Caroline Verduin, D66 Policy Officer
- 10:30** COFFEE BREAK
- 11:00** Argumentation Training – Winning the Discussion!
Svenja Hahn, PR Manager at a German Brand



13:00 LUNCH

14:00 Social Media basics for campaigning
Caroline Verduin, D66 Policy Officer

15:30 COFFEE BREAK

16:00 Workshop – Developing ideas on how individuals can campaign on different levels
Moderator: Deimante Rimkute, LYMEC Campaign Officer

17:30 Impressions, ideas and possible next steps

19:00 Wrap-up and closing

20:30 DINNER

END OF THE SECOND DAY

SUNDAY, July 15

Check-out and travels

END OF THE EVENT

With the support of:



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