



## **Regional Expert Networks: Policy Development and Manifesto Writing**

Sarajevo/ April 6-8 2018

Astra Garni, Kundurdžiluk 2, Sarajevo 71000, Bosna i Hercegovina

<http://www.hotelastragarni.ba/>

### **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.

The first in the series of Regional Expert Networks events will bring together policy advisors, legal affairs associates and other experts on policy development from liberal parties from Southeast Europe. They will be joined by relevant experts from partner organizations who will share their experiences in developing party programs, creating policies and communicating them to the public.

### **EVENT SCHEDULE**

#### **Friday April 6 2018**

**18:00** Introduction to the weekend  
Nanda Kelly, Policy Advisor, VVD  
Robert Farla, Policy Advisor, D66

**Moderator: Maša Kociper, vicepresident of Social Liberal Alliance**

- Introduction of participants and their political parties in the political landscape
- What do we want to learn (participants)
- Aims and goals of the program (trainers)

**20:00** Dinner (Astra Garni restaurant)

**END OF THE FIRST DAY**

#### **Saturday April 7 2018**



**9:30** Session 1 - **Workshop: presenting the policy development cycle in your party**  
(representatives of parties present how they make policies and trainers and the group give feedback)

**10:30** Coffee break

**10:45** Session 2 - **Organizing the program writing and policy development process**

- The organization of the process
- Target group(s)
- Structure of the program
- People involved and their tasks
- Confirmation of the program

**12:30** **Lunch** (Astra Garni restaurant)

**14:00** Session 3 - **Defining and communicating the political party's priorities**

- Vision of a party
- Political Priorities
- Main messages

**15:30** Coffee break

**15:45** Session 4 – **Pitching your party programme to your members**

**18:00** Wrap-up second day

**20:00** Dinner (Dženita, Prote Bakovića 10, Sarajevo)

**END OF THE SECOND DAY**

**Sunday April 8 2018**

**9:30** Session 5 – **Communicating complex policy issues to the public**

- Testing the messages
- Pools and focus groups

**10:45** Coffee break

**11:00** Session 5 – **Communicating complex policy issues to the public**

- Communication channels
- Communication plan



11:45 Wrap up and next steps

12:00 **Conclusion of the event**

**END OF THE THIRD DAY**

With the support of:



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