



European Women's Academy of political leadership and campaigning

Session I: personal career, values, goals and strategy

VARNA, BULGARIA /14 -17 MARCH 2019

Venue: Swiss Belhotel Dimyat
bul. "Knyaz Boris I" 111, 9002 Varna Center, Varna

ABOUT THE EVENT

European Women's Academy of political leadership and campaigning is state-of-the-art training program for women to bring immediate result in the next coming election. After attending the academy women are inspired and enriched with knowledge tools to take the next step of becoming more influential in politics. Getting more influenced equals getting elected.

EWA lasts 4 months, two sessions in it and online work with mentoring the students in between. EWA has two parallel classes – one focused on the Eastern-European countries (in cooperation with the Friedrich Naumann Foundation and European Liberal Forum) one for the Western-European countries (in cooperation with ALDE Party, Friedrich Naumann Foundation and European Liberal Forum).

EVENT SCHEDULE

14 March 2019

Until

16:00 Arrival and check in

18:15 Meet up at Hotel Lobby and Transfer to Restaurant Villa Burov

19:00 Warm Up Dinner at Villa Burov Restaurant

Welcome note

Dr Rainer Adam, Regional Director FNF East and Southeast Europe

Introduction of participants

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

END OF THE FIRST DAY

15 March 2019

08:00 Breakfast

09:00 OPENING SESSION: Why am I in politics? What is my goal? How to build my own career?
Introduction of the “canvas”.

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

10:00 DATA SESSION: Goal setting and strategy driven by research

Ian Marquardt, Campaign Consultant, Alliance of Liberals and Democrats for Europe (ALDE) Party

12:00 LUNCH

13:00 FUNDRAISING SESSION: “Money = Control”

Ian Marquardt, Campaign Consultant, Alliance of Liberals and Democrats for Europe (ALDE) Party

15:00 COFFEE BREAK

15:30 Workshop – My political career canvas

We build it step by step with a discussion round after every topic

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

17:30 Recapitulation of the day

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

19:00 DINNER AT HOTEL

20:00 Group Activity – Team Game “The River”

END OF THE SECOND DAY

16 March 2019

08:00 Energizer “Breathe Freedom”

Dr Rainer Adam, Regional Director FNF East and Southeast Europe

09:00 Breakfast

10:00 LEADERSHIP SESSION : Women in politics:How to become a leader?

Speaker tbd

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

12:00 Group Activity: Incorporating the data training learnings in the personal canvas

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

13:00 LUNCH



14:00 STRATEGY SESSION: Building my personal strategy
Speaker tbd
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

16:00 COFFEE BREAK

16:30 From strategy to implementation - “Enjoy the campaign trail”
Annika Arras, Political Campaigning Consultant, founder of EWA

20:00 FAREWELL DINNER
Restaurant By the Sea
“Cap. Georgi Georgiev” str,
First Sea Coast Alley

END OF THE THIRD DAY

17 March 2019

08:30 Breakfast

09:30 “Tips and tricks in media relations”
Annika Arras, Political Campaigning Consultant, founder of EWA

11:00 Summary of the first session

12:00 Departure of Participants

END OF THE EVENT

With the support of:

Friedrich Naumann
STIFTUNG **FÜR DIE FREIHEIT**

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