



European Women's Academy of political leadership and campaigning

Session III: campaigning and tactics tools

SOFIA, BULGARIA /26 – 29 SEPTEMBER 2019

Venue: Friedrich Naumann Foundation for Freedom Office
ul. Tzar Kaloyan 8, 1000 Sofia Bulgaria

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 6 months, three sessions in it and online work with mentoring the students in between.

EVENT SCHEDULE

26 September 2019

Until

16:00 Arrival and check in

18:00 Meet up at Hotel Lobby and Walk to Restaurant Villa Burov

18:30 Warm Up Dinner

Welcome note

Dr Rainer Adam, Regional Director FNF East and Southeast Europe

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

END OF THE FIRST DAY

27 September 2019

08:00 Breakfast

09:00 Session on Personal Brand

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

10:00 Session on Crisis Communication

Speaker: tbd

12:00 LUNCH

13:00 Session on Online Campaigning

Speaker: tbd

15:00 COFFEE BREAK

15:30 Workshop – How to find creative ideas?

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

END OF THE SECOND DAY

28 September 2019

08:00 Energizer “Breathe Freedom”

Dr Rainer Adam, Regional Director FNF East and Southeast Europe

09:00 Breakfast

10:00 Session on Debating

Annika Arras, Political Campaigning Consultant, founder of EWA

13:00 LUNCH



14:00 Preparing the Graduation Speech
Annika Arras, Political Campaigning Consultant, founder of EWA

16:00 COFFEE BREAK

16:30 Continuation of Workshop: Preparing the Graduation Speech
Annika Arras, Political Campaigning Consultant, founder of EWA

18:00 Official Graduation of EWA Class of 2019

20:00 FNF Alumni Reception for EWA Alumna

END OF THE EVENT

With the support of:



**FRIEDRICH NAUMANN
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