



European Women's Academy – EWA West

Gut Boltenhof, Fürstenberg/Havel, 5 – 8 September 2019

ABOUT THE EVENT

EWA is a state-of-the-art campaign school for the most promising and ambitious female talents within liberal parties in Western Europe. EWA supports them through a series of tailor-made sessions focussing on interview trainings, GOTV techniques, data management skills etc. to win elections thereby promoting gender equality in Europe. This session concentrates in particular on how to build the foundation of one's campaign.

EVENT SCHEDULE

Thursday 5 September

12:00 – 16:00 Arrivals from Tegel Airport to Gut Boltenhof

17:00 – 18:00 Welcome refreshments

Welcome words

- **Ian Marquardt** on behalf of ALDE Party
- **Johanna Hans** on behalf of FNF
- **Olle Schmidt** on behalf of ELF welcome
- **Jan-Uwe Riest** on behalf of Boltenhof
- Trainers presentations

18:00 – 19:30 Dinner (BBQ)

19:30 – 21:00 **EWA Conversation** with Anne

Anne Brasseur Former President of the Parliamentary Assembly of the Council of Europe
Former Minister for Education, Vocational Training and Sport of the Grand Duchy of Luxembourg
Member of the Board of Trustees of the Friedrich Naumann Foundation for Freedom

END OF THE FIRST DAY



Friday 6 September

08:00 – 10:00 BREAKFAST

08:30 – 09:30 Yoga session

10:30 – 13:00 Training I: Build Your House and Tell Your Story by Ian
Ian Marquardt, EWA Executive Director and Campaign Consultant

13:00 – 14:30 LUNCH BREAK

14:30 – 17:00 Training II: Becoming an Inspiring Speaker by Simon
Simon Bucknall, High Impact Speaking Expert, The Art of Connection

18:00 – 19:30 DINNER (Family Style)

19:30 – 21:00 EWA Conversation with Marie
Marie Bjerre Holst, EWA Alumna
Moderator: Ian Marquardt, EWA Executive Director and Campaign Consultant

END OF THE SECOND DAY

Saturday 7 September

08:00 – 10:00 BREAKFAST

09:00 – 11:30 Training III: Data Introduction and Targeting by Max
Max Sundermann, Data & Analytics Manager in the ALDE Party Secretariat

11:30 – 13:00 LUNCH BREAK

13:00 – 15:30 Training IV: Conversations and Organising by Kiki
Kiki Baker, Kiki Thiessen-Bakker, Independent Campaign Consultant & Entrepreneur

15:30 – 16:00 COFFEE BREAK

16:00 – 18:30 Training V: Introduction to Social Media and Content Strategy by Anna
Anna Vetter, Social Media Strategist

18:30 – 20:00 DINNER (BBQ)



20:00 – 21:30 EWA Conversation with Annelou
Annelou van Egmond, Vice President ALDE Party, former Campaign Manager for D66 Party Netherlands,
Moderator: Ian Marquardt, EWA Executive Director and Campaign Consultant

Sunday 8 September

08:00 – 10:00 BREAKFAST

9:00 – 11:30 Training VI: Introduction to Online and Offline Fundraising by Laura
Laura Owen, ALDE Party Fundraising and Engagement Manager

11:30 – 13:00 LUNCH BREAK

13:00 – 13:45 Final remarks

14:00 Departure to Tegel Airport

END OF THE EVENT

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