



TELL ME YOUR STORY

GDAŃSK / 14-15.07.2019

ABOUT THE EVENT

During this two-day long workshop professional trainers and campaign experts will teach campaigners/staffers and communication officers from liberal organizations how to structure and execute a permanent campaigning strategy, which features storytelling aspects. The aim is to promote constant engagement between liberals and citizens/possible supporters of liberal agenda by means of an effective permanent campaign that focuses on listening to people's concerns, translating those into positive liberal solutions and subsequently communicating our newly developed approaches to citizens.

EVENT SCHEDULE

14 July 2019

17:00 Welcome
Ewa Lieder MP, Nowoczesna

17:30 Introduction to the programme
Milosz Hodun, Projekt: Polska

18:00 DINNER

END OF THE FIRST DAY

15 July 2019

09:30 Permanent Campaign Team
Boudewijn Beukers, VVD, policy advisor

11:30 COFFEE BREAK

12:00 Success behind Zuzana Caputava's Campaign
TBD, Progressive Slovakia

13:30 LUNCH

14:30 Latvia: New Hope in the Region?
Jelena Jesejana, Latvijas Attistibai, Secretary General

15:30 Discussion on permanent campaigning in New Central Europe parties



Moderator: Milosz Hodun, Projekt: Polska

17:00 Evaluation
Debbie van de Wijngaard, VVD Internationaal

18:30 DINNER

20:00 END OF THE EVENT

With the support of:



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