



TELL ME YOUR STORY

REYKJAVIK, Austurstræti 14 / 5-7.09.2019

Austurstræti 14

REALIZED PROGRAMME

5 September 2019

- 16:00 Meeting in the hotel lobby
- 16:30 Welcome
Stefanía Sigurðardóttir, Viðreisn
Milosz Hodun, European Liberal Forum
- 16:45 Introduction to the programme
Michał Tecza, Projekt: Polska
- 17:00 Country Reports: Latvia and Romania
Jelena Jesejana, Latvijas Nākotnes forum
Elena Tudose, Union Save Romania
- 18:00 Discussion on boundaries of modern campaigning
moderated by **Milosz Hodun**

- 20:00 DINNER

6 September 2019

- 09:30 The Slut Walk in Iceland - how has it grown from 50 to 20.000 in few years
Helga Lind Mar, The Slut Walk
- 11:00 He for She. Examples of Best Storytelling Campaigns
Vigdís Jóhannsdóttir, COO of Pipar/TBWA
- 12:30 LUNCH AT THE PARLIAMENT
with **Hanna Katrín Friðriksson MP**, chair of Viðreisn Group
- 13:30 Visit to the Althingi and City Hall



with **Pawel Bartoszek**, President of Reykjavik City Council

- 14:30 Departure to Blafjoll
- 15:30 How Iceland Sells Itself as a Country
Arnar Gauti Markússon, Midgard
- 17:00 Walk on the lava field
- 18:00 Departure to Reykjavik
- 20:00 **BBQ AT THE LIBERAL HQ**
with Viðreisn Board members

7 September 2019

- 09:00 Telling a Story Online
Guus Bathoorn, VVD Online Team
- 10:30 Campaigning in the Far North. How a New Liberal Party Got to Parliament?
Stefanía Sigurðardóttir, former Campaign Manager at Viðreisn
- 11:30 Evaluation
Michal Tecza, Projekt: Polska
- 12:00 Optional Visit to the Local Pool: Iceland & National Minorities
Maciej Chmielewski, Projekt: Polska.is
- 13:45 **LUNCH**
- 15:00 **END OF THE EVENT**

8 September 2019

- 14:00 Evaluation and follow-up meeting for organizers
moderation **Michal Tecza**

With the support of:



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