



## European Women's Academy for Political Leadership and Campaigning

Bansko, 13-16 June 2019

### Summary

The European Women's Academy for Political Leadership and Campaigning is a training programme, divided into three sessions and targeting liberal female politicians, who plan to participate in general or local elections in the coming two years. The focus of the second session was on image building and campaigning and provided the participants with useful tools and knowledge on how to lead their campaigning teams, build credibility and trust with the voters.

Wording is really important when conveying a political message, since people you convey it too often think in specific frameworks, hence put specific words or terms in specific frameworks. The strategic storytelling in campaigning could be essential for the results of the campaign, if the story is presented in a meaningful way, as Annika Arras, founder of EWA explained in the session about Framing the message.

As Radu Magdin, CEO of Smartlink Communications gave useful tips and tricks to the participants about their personal branding and best practise examples of becoming a political leader.

In terms of public speaking, Radu emphasised on several crucial aspects to be considered during a political speech or public talk: repetition of the main idea, call to action to the audience, brevity. Credibility is created through repetition and consistency.

Using some of these basic 7 plots could help audiences identify with you. The most important thing when talking to your voters is to understand how they see their future, the direction in which they see or would like to see their country going. This is how you can easily realize what the mood in the country is.

In conclusion, the most important steps to position yourself as a female political leader is to clearly state your objectives, put them in the right wording and formulate specific soundbites, while thinking of the framing and perception of the audience at the same time.



Dr Rainer Adam, Regional Director for East and Southeast Europe share with the participants the steps of building a successful campaigning team: Listening, planning, establishment of office norms, model behaviour, information sharing, problem solving.

Annika Arras shared with the group her successful campaign with the Estonian Reform Party, as an example of how important storytelling and political branding is while campaigning.