



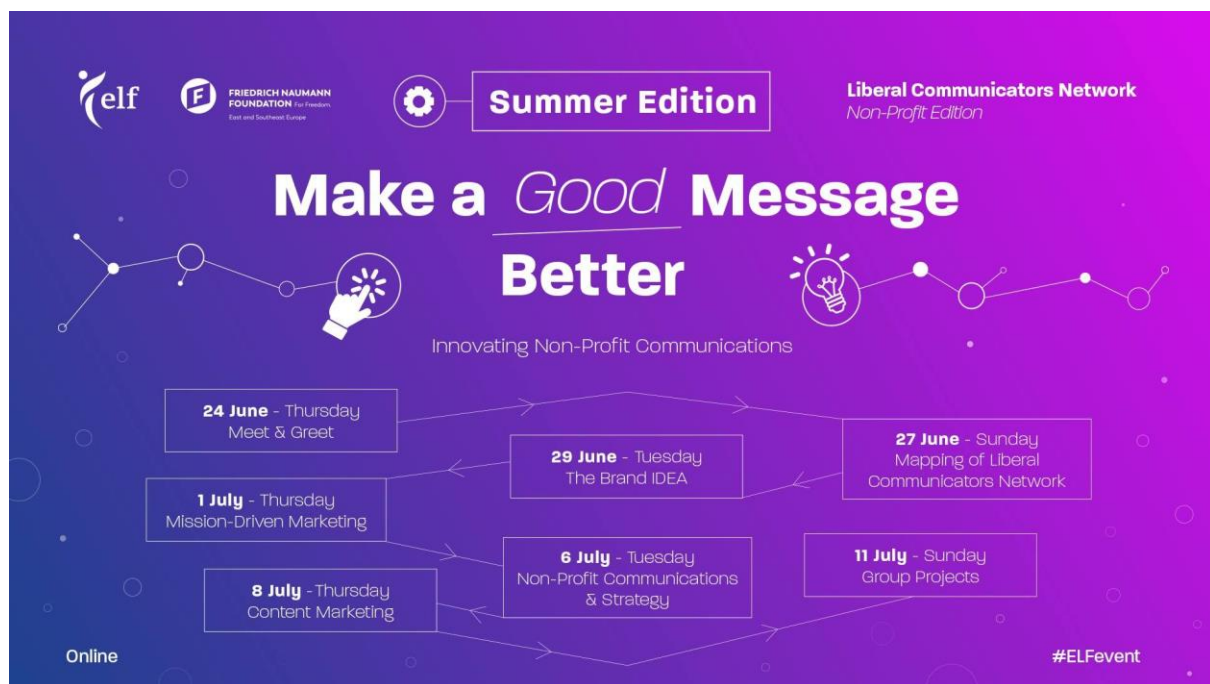
## Liberal Communicators Network: Non-Profit Edition

### Make a Good Message Better

### *Innovating Non-Profit Communications*

ONLINE/ Summer Edition/ 24 June- 11 July 2021

7 Sessions over 2 Weeks



### ABOUT THE EVENT

This LCN-Non-Profit Academy will empower liberal communicators via a series of big-picture inputs by high-level guest speakers in the summer and 2 specialized hands-on workshops in autumn. The high-profile web-talk series with thought leaders and best-selling authors will inspire and bring everybody on the 'same page' with the latest trends and the pulse of the market. Participants will be invited to reflect on the expert inputs and transform them into actionable insights. Topics span across brand management, creativity, strategy, non-profit communications, content marketing, etc. The development of the specialized communications community, LCN, will be at the forefront as well. There will be plenty of space for getting to know each other, aligning expectations, mapping expertise and needs, exchanging. Special Welcome Packages, delivered at home, will surprise participants with #comms best-sellers. Takeaways will be discussed in a Book Club session in September.

#### Guest Speaker: Rory Sutherland

Do not miss the chance to learn from the advertising legend; thought leader, and [TED Global Speaker](#), whose talks have been viewed more than seven million times; Vice Chairman of Ogilvy UK; and best-



selling author- [Rory Sutherland](#). He studies the endless possibilities at the intersection of creativity, marketing, behavioural science, consumer behaviour, psychology. The author of '[Alchemy: The Surprising Power Of Ideas That Don't Make Sense](#)' and '[Rory Sutherland: The Wiki Man](#)'. [Follow him on twitter @rorysutherland](#).

## EVENT SCHEDULE

Schedule is in CEST (UTC+2) Brussels time

**Main Trainer & Moderator: Sven Gerst**, PhD Student in Political Economy at King's College London; former Secretary General of IFLRY

### Before the Seminar

t-48hrs

Video #1: Welcome Message from Main Moderator and Trainer. Overview of the Course

Video #2: Expectation & Learning Approach

### Thursday, 24 June 2021

**17:30** Opening

**Daniel Kaddik**, Executive Director, ELF

**Martin Kothé**, Regional Director, FNF East and Southeast Europe (TBC), LYMEC

**Moderator: Sven Gerst**

**17:45** Learning Approach and Getting to Know Each Other

**Moderator: Sven Gerst**

**18:45** Instructions for Next Session. Moderator publishes video tasks:

Video Task #1: Individual Assignment: W-H-O Are You?

Video Task #2: Individual Assignment: Get you thinking.

**19:00** End of Session

### Sunday, 27 June 2021

**Moderator: Sven Gerst**

**15:00** Coffee Corner, Open Questions, Ask-us-anything

**15:15** Review of Video Task #1

**15:30** Mapping Where Do You Stand? Assessing: Strategic Communication

**16:30** End of Session



Instructions for Next Session. Moderator publishes video task #3: Group Assignment on Deconstructing “Brands”.

## Tuesday, 29 June 2021

**Moderator: Sven Gerst**

17:30 Coffee Corner, Open Questions, Ask-us-anything

17:45 Brand IDEA  
Guest Lecture (TBC)

18:45 Review of Video Task #3 & Reflections

19:00 **End of Session**  
Instructions for Next Session. Moderator publishes video task: #4: Group Assignment (TBC)

## Thursday, 1 July 2021

**Moderator: Sven Gerst**

17:30 Coffee Corner, Open Questions, Ask-us-anything

17:45 Mission-Driven Marketing  
**Rory Sutherland**, Vice Chairman, Ogilvy, UK; TED Speaker; Best-Selling Author

18:45 Review of Video Task #4 & Reflections

19:00 End of Session  
Instructions for Next Session. Moderator publishes video task #5: Individual Assignment (TBC)

## Tuesday, 6 July 2021

**Moderator: Sven Gerst**

17:30 Coffee Corner, Open Questions, Ask-us-anything

17:45 Non-Profit Communications & Strategy  
**TBC**, Non-Profit Marketing Guide, USA

18:45 Review of Video Task #5 & Reflections

19:00 End of Session  
Instructions for Next Session. Moderator publishes video task #6: Group Assignment (TBC)

## Thursday, 8 July 2021

**Moderator: Sven Gerst**



**17:30** Coffee Corner, Open Questions, Ask-us-anything

**17:45** Content Marketing for Non-Profits

**TBC**, Non-Profit Marketing Guide, USA

**18:45** Review of Video Task #5 & Reflections

**19:00** End of Session

Instructions for Next Session. Moderator publishes video task #7: Individual Assignment (TBC)

## **Sunday, 11 July 2021**

**Moderator: Sven Gerst**

**15:00** Coffee Corner, Open Questions, Ask-us-anything

**15:15** Brand Booster Presentations: Group Presentations

**16:30** Award Ceremony & Reflection

**17:00** Briefing for Autumn Edition and #Comms Book Club

**END OF SUMMER EDITION**

In cooperation with:



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East and Southeast Europe

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