



European Women's Academy – EWA West

Potsdam, 08-11 June 2018

ABOUT THE EVENT

The European Women's Academy of Political Leadership and Campaigning (EWA) is a state-of-the-art training programme for liberal female politicians aimed at inspiring and enriching them with the knowledge and tools to win their upcoming elections and to become more influential in politics. The EWA aims to empower rising stars from European liberal political parties and to give them additional skills to pursue and excel in their political goals. After a successful 2 years, the EWA West will expand in 2018 meaning that the number of EWA participants will double. And with the European elections around the corner, the 2018 EWA will not only focus on training female politicians for national elections but for the European elections as well.

EVENT SCHEDULE

8 June 2018

18:00 Welcome BBQ with guest speaker **Bettina Stark-Watzinger** MP, 2016 EWA alumni, Member of the Board of Directors of FNF, Chair of Finance Committee in the Bundestag, FDP Germany

9 June 2018

09:00 Messaging and storytelling
Grace Pardy

13:00 Lunch
Cafeteria in the Truman-Villa

16:00 Producing campaign flyers
Laura Laussade

20:00 Dinner
Restaurant "Zweitausendundeins" (tbc)
Rudolf-Breitscheid-Str. 201
14482 Potsdam



10 June 2018

- 09:00** Public speaking – presenting your message and story
Simon Bucknall

- 12:00** Fundraising case study by **Rebekka Borsch**, 2016 EWA alumni, State Secretary for Research and Higher Education, Venstre Norway

- 13:00** Lunch with **Rebekka Borsch**
Cafeteria in the Truman-Villa

- 13:00** Social media with **Katrien Van den Broeck**, Communication Advisor to Alexander De Croo, Deputy Prime Minister of Belgium

- 16:00** Personalised mentoring with **Katrien Van den Broeck** on social media, messaging with **Grace Parady**, and with **Ian Marquart** and **Laura Laussade** on your campaign

- 20:00** Dinner
Restaurant “Piazza Toscana” (tbc)
Rudolf-Breitscheid-Str. 177
14482 Potsdam

11 June 2018

- 09:00** Navigating internal party politics with **Annelou van Egmond**, ALDE Party Vice President, D66 Netherlands

- 12:00** Lunch
Cafeteria in the Truman-Villa

DEPARTURE OF PARTICIPANTS

With the support of:

Friedrich Naumann
STIFTUNG **FÜR DIE FREIHEIT**



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