



SHORT REPORT

Regional Expert Networks – Storytelling in Political Communications

Place & Date: Hotel Park, Ljubljana/ September 7-9 2018

Organizers: *Regional Expert Networks* project is implemented by the European Liberal Forum with the support of the International Educational Center, the Haya van Someren Stichting/ VVD International, IDI/ D66 International, Centre Party International Foundation, Novum Institute and Friedrich Naumann Foundation for Freedom.

Objective: Regional Expert Networks programme builds on outputs of the Regional Academy in Southeast Europe that created a regional framework for best practices exchange in party organization, campaigning and communications in 2016. In 2017, Regional Academy focused on developing a pool of local trainers, which will be engaged as moderators of regional seminars and workshops this year.

The third and final in the series of Regional Expert Networks events brought together communication advisors, PR experts and spokespersons from Central and Southeast Europe. They were joined by experts from the VVD and D66 who shared their experiences in developing a political story that conveys the liberal message through emotions and images.

Summary of contributions:

Trainers and experts who implemented the programme were: **Benjamin van Es**, former campaign organizers and **Danielle Brouwer**, D66 Parliamentary Group Communication Officer.

On Friday, the event began with a round of introductions in which each participant presented their organization's story and how its communicated to the public.

After a brief presentation of "theory" The programme of Saturday and Sunday consisted of a simulation training in which participants took on the role of communication officers of fictitious political parties from the county of Qumar.

Participants were divided into groups and asked to research their party's story based on available information. Following this exercise, groups were confronted with polling research affecting their stories and asked to modify their story accordingly. At the end of the day and as a final exercise, groups were given newspaper clippings containing scandals and events affecting their party to which they needed to provide a response.



On Sunday, participants once again were divided into groups and asked to do a recap of their stories based on lessons learned during the weekend. On the final sessions, participants applied these lessons learned to their “real” organization’s stories.

Participants: 16 representatives of liberal parties from the CE and SEE regions joined by experts from the VVD and D66.