



Seminar: Brand Yourself, Present Yourself

BRUSSELS / 30 November - 2 December 2018

ABOUT THE EVENT

This is the first of three events of the Young Changemakers Academy, encouraging young people to take part in the democratic process constituting the election for the European Parliament. The seminar will be divided into two parts:

Part One: Protecting your Campaign Data and Networking

- Familiarise yourself with the ins and outs of political networking – mingle with a goal
- Understand the dangers linked to data protection and how to protect your campaign

Part Two: Branding, Speechwriting and Rhetorics

- Learn the key aspects to writing and delivering a speech
- Understand how to build on your strengths and brand yourself politically

EVENT SCHEDULE

FRIDAY 30 NOVEMBER

Microsoft Executive Briefing Center

Rue Montoyer 51, 1000 Bruxelles, Belgium

16:00 Opening of the seminar

Svenja Hahn, LYMEC President

Jeroen Dobber, ELF Strategy & Coordination Manager

1 minute pitch by participants on who they are and their expectations

16:30 Microsoft Cybersecurity Workshop – Protecting your (campaign) data

- *Welcome – workshop objectives (5 minutes)*
- *Overview of MSFT work on elections and campaign security with special focus on AccountGuard and NewsGuard (15 minutes)*
- *Threat landscape / security 101 (40 minutes)*
- *Comms and IR planning (20 minutes)*
- *Technical attack demo (15 minutes)*
- *Q&A (10 minutes)*
- *Closing remarks, takeaways and next steps (15 minutes)*

18:30 Microsoft Networking Reception

Adam Mouchtar, EU40 Managing Director will give an introduction into networking

21:00 NETWORKING AND MINGLING EVENT

London Calling, Rue Dublin 45, 1050 Ixelles



SATURDAY 1 DECEMBER

ALDE Party Headquarters

Rue d'Idalie 11, 1050 Ixelles, Belgium

09:30 Training on Personal Branding

Svenja Hahn, LYMEC President and Communication Professional

11:00 COFFEE BREAK

11:30 Training on Rhetorics – Learn the tricks to make your point

Kamran Ullah, Rhetorics trainer (VVD), News Manager for Telegraf (NL)

13:30 LUNCH

15:00 Training on Writing and Delivering Speeches Part I

Guy Doza, senior speechwriter and coach for governments, companies and politicians, lecturer on speechwriting and public speaking at the universities of Cambridge, Georgetown, Harvard and Wake Forest

16:30 COFFEE BREAK

16:50 Training on Writing and Delivering Speeches Part II

18:30 Closing and Feedback Session

19:00 End of Event

20:30 FAREWELL DINNER

With the support of:



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