



Regional Expert Networks: Training Storytelling

Ljubljana September 2019

ABOUT THE EVENT

Regional Expert Networks program 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. It brings together experts from different fields of political work to exchange experiences and best practices in a peer-to-peer learning environment.

TRAINING SCHEDULE

Friday September 7 2018 (Hotel Park, Tabor 9, Ljubljana)

18:00 Word of welcome and opening remarks
Goran Neralić, president of the International Educational Center

18:15 Introduction to the weekend
Danielle Brouwer, Communication Officer, D66 Parliamentary Group
Who is who?
Question from trainer
What do you want to learn this weekend?
What is the story of your party?

20:00 Dinner (Hotel)

END OF THE FIRST DAY

Saturday September 8 2018 (Poligon, Creative Center, Tobačna 5, Ljubljana)

9:00 **Departure of participants to Poligon, Creative Center by organized taxis**

9:30 Session 1 – Introduction into the program for today, energizer, what is Kumar & division of groups. Also: who is Benjamin van Es, former campaign organizer VVD

10:30 – 11:00 Break



11:00 – 12:30 Session 2 – Creating a story, exercise

13:00 – 14:00 **Break (Lunch)** (Restaurant Mirje, Tržaška cesta 5, Ljubljana)

14:00 – 15:00 Session 3 – Researching your story, exercise

15:00 – 15:30 **Break**

15:30 – 17:00 Session 4 – Cases that influence your story, exercise

17:00 – 17:30 **Break**

17:30 – 19:00 Session 5 – Recap of story building, cases and presentation

19:00 **Dinner & free the rest of the night** (Restaurant Soba 102, Cankarjeva cesta 4, Ljubljana)

END OF THE SECOND DAY

Sunday September 9 2018 (Hotel Park, Tabor 9, Ljubljana)

9:30 – 11:00 Session 1 - Applying the lessons of yesterday to your party

11:00 – 11:15 **Coffee break**

11:15 – 12:30 Session 2 - Translate your story into campaign material

12:30 – 13:00 **Recap & goodbye**

END OF THE THIRD DAY

With the support of:





Friedrich Naumann
STIFTUNG

FÜR DIE FREIHEIT

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