



## DRAFT PROGRAMME

# Liberal Communicators Network

Brussels, Belgium | 14-15 October 2018

### ABOUT THE EVENT

The ELF Secretariat invites you to join a new event, the “**Liberal Communicators Network**”. Through this network of communications experts, we aim to bring many different actors together to engage in a training, to exchange best practices and coordinate the liberal messaging of the ELF member organisations in the run up to 2019.

### EVENT SCHEDULE

#### Sunday, 14 October 2018

**All day** Arrival of participants and transfer to **Motel One Brussels**  
Rue Royale 120, 1000 Bruxelles

**17:00** Welcome by **Susanne Hartig**, Executive Director, European Liberal Forum  
**The Sisters**, Rue Chair et Pain 3, 1000 Bruxelles

**17:15** **Speed networking session**  
Moderated by **Susanne Hartig**, Executive Director, European Liberal Forum  
**The Sisters**, Rue Chair et Pain 3, 1000 Bruxelles

**19:00** **Welcome Dinner**  
**Chez Léon**, Rue des Bouchers 18, 1000 Bruxelles

END OF THE FIRST DAY

#### Monday, 15 October 2018

**09:00** **Welcome at Silversquare – Europe Room**  
**Silversquare Europe**, Square de Meeus 35, 1000 Bruxelles

**09:30** **How to Craft a Message**  
**Jo Sullivan**, Campaign Strategist, Clear Europe

**11:15** **Coffee Break**

**12:30** **Sandwich Lunch**

**13:00** **Poster session – Tell us about your work!**  
**Moderator: Jeroen Dobber**, Strategy & Coordination Manager, European Liberal Forum  
**Giorgia Bozzini**, Communications Assistant, European Liberal Forum



**14:00 Case studies: Breakout sessions**

**Presenters:** **Boryana Atanassova**, Communications Officer, FNF ESEE  
**Daniela Oberstein**, Programme Manager / Media Officer, FNF Europe

**15:00 Liberals joining forces for 2019**

How can political, liberal foundations amplify the messaging of Liberal stakeholders ahead of 2019?

**Didrik de Schaetzen**, Head of Communication Unit, ALDE Party

**Frederik François**, Communications & Media Relations at ALDE Committee of the Regions

**Marco Ricorda**, Head of Social media, ALDE Group & Guy Verhofstadt

**Moderator:** **Jeroen Dobber**, Strategy & Coordination Manager, European Liberal Forum

**16:30 End of programme and departure of participants**

