



European Women's Academy of political leadership and campaigning

Session II: Image building and campaigning

Bansko, BULGARIA /14 -17 JUNE 2018

Venue: Kempinski Hotel Grand Arena Bansko
"Pirin" Str. 96, Bansko, Bulgaria

ABOUT THE EVENT

European Women's Academy of political leadership and campaigning is state-of-the-art training program for women to bring immediate result in the next coming election. After attending the academy women are inspired and enriched with knowledge tools to take the next step of becoming more influential in politics. Getting more influenced equals getting elected.

EWA lasts 4 months, two sessions in it and online work with mentoring the students in between. EWA has two parallel classes – one focused on the Eastern-European countries (in cooperation with the Friedrich Naumann Foundation and European Liberal Forum) one for the Western-European countries (in cooperation with ALDE Party, Friedrich Naumann Foundation and European Liberal Forum).

EVENT SCHEDULE

14 June 2018

Until

13:00 Arrival at Sofia Airport

Until 16:00 Transfer from Sofia Airport to Hotel Kempinski Grand Arena Bansko

17:30 Welcome and Reconnect Session – What has happened since we last met?
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA
Dr Rainer Adam, Regional Director FNF East and Southeast Europe,

18:30 Media relations and crisis communication (continuation from Session I)
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

19:30 Political Power Dance
Moderator: Radu Magdin, CEO Smartlink Communications, Romania

DINNER at COME PRIMA Restaurant, Kempinski Hotel Grand Arena Bansko

END OF THE FIRST DAY

15 June 2018

08:00 Breakfast

08:30 Instructions and division of working groups in parallel workshops

	Theme 1: Framing the Message Annika Arras Vitosha Hall	Theme 2: Public Speaking Radu Magdin Rilla Boardroom	Theme 3: Team Building Rainer Adam Winter Terrace Mezzanine
9:00-11:00	Group A	Group B	Group C

11:00 COFFEE BREAK in between

	Theme 1: Framing the Message Annika Arras Vitosha Hall	Theme 2: Public Speaking Radu Magdin Rilla Boardroom	Theme 3: Team Building Rainer Adam Winter Terrace Mezzanine
11:00-13:00	Group B	Group C	Group A

13:00 LUNCH

	Theme 1: Framing the Message Annika Arras Vitosha Hall	Theme 2: Public Speaking Radu Magdin Rilla Boardroom	Theme 3: Team Building Rainer Adam Winter Terrace Mezzanine
14:00-16:00	Group C	Group A	Group B

16:30 “ Freedom trail” – Group Outdoor Activity - **due to bad weather location was changed**

Library Hour , evaluation of home assignments

Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

OURDOORS BARBEQUE DINNER

END OF THE SECOND DAY

16 June 2018

08:00 Energizer “Breathe Freedom”
Dr Rainer Adam, Regional Director FNF East and Southeast Europe

09:00 Campaigning tactics and campaign plan
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA
(Coffee break in between)

12:00 LUNCH



13:00 Message box and preparing for graduation speech
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

15:00 COFFEE BREAK in between

15:00-17:00 Discussion on the previous session – Message box
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

17:00 Individual Preparation of the graduation speech

18:00 Graduation exam and graduation gala dinner
Annika Arras, Political Campaigning Consultant, founder of EWA
Daniel Kaddik, Project Director FNF Southeast Europe
Dr Rainer Adam, Regional Director FNF East and Southeast Europe

Restaurant Gallery Kempinski Hotel Grand Arena Bansko

END OF THE THIRD DAY

17 June 2018

08:00 Breakfast

09:00 Inspirational morning with EWA alumnae (2016) **Bettina Stark-Watzinger**,
Member of Bundestag, FDP, Germany
Moderator: Annika Arras, Political Campaigning Consultant, founder of EWA

11:00 Conclusions and evaluation

14:00 Departure of Participants

END OF THE EVENT

With the support of:

Friedrich Naumann
STIFTUNG **FÜR DIE FREIHEIT**

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