

SHORT REPORT

TELL ME YOUR STORY

CRACOW, 9-10TH OF APRIL, 2018

The meeting that took place in Cracow on 9-10th of April, 2018, and it was a first workshop of a series called "Tell Me Your Story" that will be developed in Poland in 2018. The main objective of this project is to exchange knowledge and experience of liberal parties in building a permanent engagement with citizens and a successful permanent campaign based on storytelling and emotions. More precisely, a well-established political party – which has proven to be successful in advocating liberal solutions nonstop – will be matched with a rather new start-up party. Hence, both will be in the position to learn from each other, in terms of developing strategies to effectively engage with citizens and keep on doing so throughout election cycles. Consequently, the outcomes will benefit parties in future elections, especially the European elections of 2019.

10 participants from 5 different countries participated in this event.

First part of the event was a meeting with Jerzy Meysztowicz MP, Nowoczesna Party VP. He explained the roots of the movement that led to creation of the liberal party in Poland. Jerzy Meysztowicz stressed the importance of direct connection with voters in his campaign. He also stressed that the main emotion that the 2015 Nowoczesna campaign was build on was hope for change and freshness connected to it.

Later on representatives on NEOS (Austria) gave a presentation about their campaign and challenges they faced. They focused on using the party leader as the central figure of the campaign and building his public profile via social media.

Another presentation came from USR Romania and it presented party's genesis and how it builds on the issue of being anti-corruption movement. It explained challenges of a party that once was a broad anti-establishment platform that wants to recreate its image and become a liberal party.

Second day of the event started with a workshop led by Raymond Mens, Head of Communications at VVD. He presented best practices from last VVD campaigns and explained how to build a campaign narrative based on data and research.

The last session of the event was a presentation of Zusana Papazoski from National Democratic Institute who shared with participants results of international survey on Central European youth's attitudes towards democracy. The research shows big differences between the youth from Poland from one side and Hungary on the other side as regarding democracy, values, Europe or church. Based on the analysis of the research emotional campaigns could be build in the 2019 EP elections.