



## European Women's Academy for Political Leadership and Campaigning

Bansko, 14-17 June 2018

### Short Report

The European Women's Academy for Political Leadership and Campaigning is a training programme, divided into two sessions and targeting liberal female politicians, who plan to participate in general or local elections in the coming two years. The focus of the second session is on image building and provided the participants with useful tools and knowledge on how to build the strategy around their campaign, in terms of public and media appearances, building good campaigning teams and framing the right messages.

The opening discussion round was used for participants to check upon their experiences from the last session and give an update on their work in the time between the two sessions. After that a session was devoted on media relations and more specifically on crisis communications, facilitated by Annika Arras. She gave examples of her personal career and the group was asked to work on four case studies, dealing with internal, national, international and personal crisis.

Radu Magdin, CEO of Smartlink Communications gave useful tips and tricks to the participants about the body language and posture while doing public speeches in form of an entertaining energizing exercise Power Dance.

The next day was devoted to group work where participants were divided into three groups, with each group visiting on a rotation principle different workshop.

Workshop A, lead by Annika Arras elaborated on message framing. Framing and reframing your message is essential when structuring your campaign because it might attract or alienate the right audience.

Workshop B, hosted by Radu Magdin focused on public speaking – from composing your speech using the main tricks of storytelling to having the right body language and image

Workshop C, done by Rainer Adam was dealing with the Teambuilding and Team Management issues and focusing on the human resource power by campaigning.



The day was concluded with an outdoor Library Hour, which due to the bad weather was relocated to a different point to the one originally planned. During the library hours participants had to analyse books about powerful women in politics that they have been given to read between the session as a home assignment.

The day afterward was devoted to preparations on the graduation speeches, where each participant was given the task to prepare a 5-7 minute election speech. The jury of the respective trainers gave comments on their structure and body language. The speeches are recorded and can be found on the cloud.

The hours before departure on the last day of the program were devoted to a TED TALK meeting with Bettina Stark Watzinger, FDP MP in the German Bundestag. As s EWA Alumna, she shared her experience with the program, as well as told her success story.