

# European Liberal Leadership of the Future II

## **European Liberal Leadership of the Future I: short summary**

On the 6<sup>th</sup> and 7<sup>th</sup> of September participants of the European Liberal Leadership of the Future program came together in The Hague for the first part of the program. After the participants were welcomed by Jock Geselschap, International Secretary of the VVD / Haya van Somerenstichting. The program kicked off with a session about personal branding by Lennart Salemink. This session was followed by a session on creating the best personal communication strategy by Daniel Tanahatoo, communication advisor of the ALDE Party. The last session was about personal storytelling by Jan Huitema, Member of the European Parliament. At the last day of the program all participants were invited to attend the VVD Europe Day and they had a meeting with Dutch prime minister Mark Rutte.

## **European Liberal Leadership of the Future II**

On Thursday the 22<sup>th</sup> of November the second part of the European Liberal Leadership of the Future took place in Brussels. On Thursday both Stephanie Dörr and Erik Floor, office manager and policy advisor to MEP Caroline Nagtegaal welcomed the participants in the European Parliament for a tour and an explanation about the work in the European Parliament.

On Friday the 23<sup>th</sup> of November the program started with a session by political strategist and communication specialist Radu Magdin from *Smartlink Communications*. During this session Radu discussed with the participants the influence from - and relation with traditional media. As an exercise the participants were asked to prepare for the role of journalist and the role of guest in a television interview. This session was followed by a training from Bartho Boer, Director of Communications at Dutch Railways on public speaking. As soon as the session started the participants were asked to put everything away and push the tables and chairs aside. With a great variety of exercises the participants developed their skills and worked towards a final speech at the end of the session. This thirty second speech was about the motivation of the participants to fulfill a political position within the EU or on a national level. After this session the European Liberal Leadership of the Future came to an end.