



# European Women's Academy of political leadership and campaigning

## Session I: personal career, values, goals and strategy

VARNA, BULGARIA /14 -17 MARCH 2019

Venue: Swiss Belhotel Dimyat  
bul. "Knyaz Boris I" 111, 9002 Varna Center, Varna

### 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 March 2019

Until

**16:00** Arrival and check in

**18:15** Meet up at Hotel Lobby and Transfer to Restaurant Villa Burov

**19:00** Warm Up Dinner at Villa Burov Restaurant

Welcome note

**Dr Rainer Adam**, Regional Director FNF East and Southeast Europe

Introduction of participants

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

**END OF THE FIRST DAY**

## 15 March 2019

08:00 Breakfast

09:00 OPENING SESSION: Why am I in politics? What is my goal? How to build my own career?  
Introduction of the “canvas”.

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

10:00 DATA SESSION: Goal setting and strategy driven by research

**Ian Marquardt**, Campaign Consultant, Alliance of Liberals and Democrats for Europe (ALDE) Party

12:00 LUNCH

13:00 FUNDRAISING SESSION: “Money = Control”

**Ian Marquardt**, Campaign Consultant, Alliance of Liberals and Democrats for Europe (ALDE) Party

15:00 COFFEE BREAK

15:30 Workshop – My political career canvas

We build it step by step with a discussion round after every topic

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

17:30 Recapitulation of the day

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

19:00 DINNER AT HOTEL

20:00 Group Activity – Team Game “The River”

END OF THE SECOND DAY

## 16 March 2019

08:00 Energizer “Breathe Freedom”

**Dr Rainer Adam**, Regional Director FNF East and Southeast Europe

09:00 Breakfast

10:00 LEADERSHIP SESSION : Women in politics:How to become a leader?

**Speaker tbd**

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

12:00 Group Activity: Incorporating the data training learnings in the personal canvas

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

13:00 LUNCH



**14:00** STRATEGY SESSION: Building my personal strategy  
**Speaker tbd**  
**Moderator: Annika Arras**, Political Campaigning Consultant, founder of EWA

**16:00** COFFEE BREAK

**16:30** From strategy to implementation - “Enjoy the campaign trail”  
**Annika Arras**, Political Campaigning Consultant, founder of EWA

**20:00** FAREWELL DINNER  
Restaurant By the Sea  
“Cap. Georgi Georgiev” str,  
First Sea Coast Alley

**END OF THE THIRD DAY**

## **17 March 2019**

**08:30** Breakfast

**09:30** “Tips and tricks in media relations”  
**Annika Arras**, Political Campaigning Consultant, founder of EWA

**11:00** Summary of the first session

**12:00** Departure of Participants

**END OF THE EVENT**

With the support of:

Friedrich Naumann  
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