



# European Women's Academy of political leadership and campaigning Session III: Media Relations and Public Speaking

Sofia, Bulgaria/ 26-29 September 2019

Venue: Friedrich Naumann Foundation Office

ul. Tzar Kaloyan 8, Sofia, 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 6 months, three sessions in it and online work with mentoring the students in between.

## EVENT SCHEDULE

### 26 September 2019

- 16:00 Arrival at Sofia Airport and transfer to Grand Hotel Sofia (Metro Line 1)
- 18:30 Welcome Dinner and Reconnect Session at MOMA Restaurant tbc  
**Rainer Adam** – FNF Regional Director for East and Southeast Europe  
**Annika Arras** - Political Campaigning Consultant, founder of EWA

### 27 September 2019

- 09:00 Media Relations – the theory  
**Speaker: Annika Arras**, Political Campaigning Consultant, founder of EWA
  - 11:00 COFFEE BREAK
  - 11:15 Instructions in preparing your message box by **Annika Arras**, Political Campaigning Consultant, founder of EWA
  - 11:30 **Parallel Sessions:** Speech; giving interviews one by one while others prepare their speeches  
**Moderator: Annika Arras**, Political Campaigning Consultant, founder of EWA
  - 13:00 LUNCH
  - 14:00 Analysing interview performance, learning from each other  
**Moderator: Annika Arras**, Political Campaigning Consultant, founder of EWA
  - 15:30 COFFEE BREAK
  - 16:00 Winning Elections – Best Practise and Campaigning Training  
**Trainer** tbd
  - 19:00 DINNER at Sense Rooftop Bar tbc
- END OF THE SECOND DAY



## 28 September 2019

10:00 Mindfulness and Burnout Training

**Yoko Alender**, MP, Estonia, Reform Party

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

COFFEE BREAK *inbetween*

11:30 Fundraising Best Practice Training

**Rebekka Borch**, State Secretary at Norwegian Ministry of Education and Research, Venstre

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

13:00 LUNCH

14:00 Public Speaking Best Practise Training

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

15:30 Get ready for graduation session – mentorship program Alumna help graduates

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

18:00 **Graduation exam and graduation gala dinner**

Location: Nova Art Gallery

**Closing Remarks: Rainer Adam** – FNF Regional Director for East and Southeast Europe

## 29 September 2019

10:00 EWA Alumnae Networking Breakfast

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

Location tbd

12:00 DEPARTURE TO SOFIA AIRPORT AND END OF EVENT

With the support of:



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