

SHORT REPORT

HANDBOOK OF STORYTELLING, WARSAW, 2-4 AUGUST 2019

The project started on Friday evening with a word of welcome by Milosz Hodun, member of the Board of Directors of the European Liberal Forum, who introduced ELF and the idea of capacity building within the liberal family, including the outcomes of the “Tell Me Your Story” projects.

Later a short introduction was given by Sławomir Potapowicz, Warsaw leader of Nowoczesna, who commented on the emotional aspects of his very successful 2018 campaign. He presented his visual materials, including a zine he produced to tell his personal story to the voters without any go-betweens.

The second day of the workshop started at 9:30 in the PM na Trawie, cultural hub downtown Warsaw. Paweł Rabiej, Warsaw deputy mayor, was telling about a need of authenticity and honesty in building candidate's own profile and gave an example of his own career. According to Rabiej, only after discovering a candidate's character they can start to learn, to train competences. “It's crucial to understand emotions and we can beat populists only with building emotional link with voters.” He added. Paweł Rabiej run an exercise about building an emotional 4-minutes-long speech. Later he shared details from his successful 2018 campaign and stressed that being with people is the most important condition for electoral success. He said that even now as deputy mayor he spends every day at least 30 minutes meeting people on streets of Warsaw, even in very difficult districts. It's necessary to understand how people think to build a platform of understanding.

Daniela Oberstein, communication officer at Friedrich Naumann Foundation in Berlin, talked about integrated communication, online and offline. She explained what are the most important steps in building a successful campaign and what is the role of micro targeting and emotions using an example of FNF's #ClapForCrap campaign.

Later the participants took a course on running a successful presentations. They learned practical tips and tricks on how to get prepared for a presentation in a few minutes, following a few simple rules. The workshop was adjusted according to the participants' needs and focused also on gestures and body language. The theoretical part was followed by an exercise in pairs.

After lunch Jowita Kacik, personal coach and media advisor, run a 4-hour-long workshop on building personal web sites and social media profiles. She started with presenting an analysis of web sites and social media profiles of all participants she had prepared before the event. All participants and the expert commented on weak and strong sides of these profiles. Later they built personal stories for all participants and a drafted their mid-term media strategy.

The second day of the event started with a workshop on engendering politics. Hanna Gerdes, SILC and city councilor in Stockholm, explained how the topic of women rights can be used in emotional campaigning. She inspired participants with examples from her own local campaign and discussed ideas for small local campaigns for all participants.

Next session focused on preparing a professional campaign calendar. Anna Auksel, campaign manager of the Civic Coalition in Warsaw, showed how to efficiently plan an online and offline campaign day by day, using micro targeting and modern e-management tools.

The last session of the day was run by Marek Tatala, deputy president of the Forum of the Civic Development, who said how to talk about liberal economy in interesting way. Tatala gave an example of his personal campaign on changing the local law on alcohol consumption in Warsaw that combined a law suit, cooperation with media and social media activities.

The event was closed with an evaluation and follow-up session.

On Monday organizers met with Jowita Kacik (trainer) to evaluate the event and plan follow-up activities, including personalized exercises for all participants.