

## **TELL ME YOUR STORY**

**REYKJAVIK, 5-7/09/2019**

### **SHORT REPORT**

This was a third and last “Tell Me Your Story” event this year and a first one ever organized out of Central Europe. The main idea behind organizing it in Reykjavik was to show to the participants, communication experts from Central and Eastern European liberal organizations, a different perspective on campaigning and a special form of Icelandic storytelling.

The event started with a word of welcome by Stefanía Sigurðardóttir, director at Viðreisn, Icelandic liberal party. It was followed by introduction to the programme by Michal Tecza from Projekt: Polska.

The first learning session was a presentation on emotional campaigns in Latvia and Romania. The first one was run by Jelena Jesejana, a founder and first director of Latvijas Nākotnes forum from Riga. She explained in details how Latvian liberals run two campaigns on civil partnership and how emotional message has been adopted to the expectations of the society over the years. She presented the language and semantics as one of main tools of emotional storytelling. Later Elena Tudose, assistant to the chairman of the Union Save Romania, presented how a Romanian anti-corruption movement was transformed into a party and how an emotional story was built before the EP elections.

Second day of the event started with a meeting with Helga Lind Mar, leader of the Icelandic Slut Walk movement, that has grown in a few years from 50 people to 20.000 people. Helga Lind Mar presented the history of the movement that was born in Canada against the culture of rape. She showed how- step by step- her movement reclaimed the Icelandic word “drumla” (“slut”). “We are helping people to be able to tell their story when they’re not able to do it themselves. We create tools they can use to communicate their story to others,” she said. She analyzed tools are used by the movement (like videos) so that people can relate to them and tell their own stories.

The next meeting was with Vigdís Jóhannsdóttir, COO of Pipar/TBWA agency. Vigdís Jóhannsdóttir gave a short introduction to emotional marketing from her professional point of view. She talked about seven specific advertising methods and six campaign goals. Then she went directly to a study case of a very emotional campaign that was produced by her agency for UN Women.

Later participants moved to the Althingi for a meeting with Hanna Katrín Friðriksson MP, chairwomen of Viðreisn Group in the parliament. Hanna Katrín Friðriksson talked about liberal policies in Iceland.

Next meeting was organized in the Reykjavik City Hall. Pawel Bartoszek, President of the Council, talked about the storytelling done by the city and commented on specific tools of direct contact with voters used by Icelandic parties.

Later participants drove 20 minutes out of the city to meet Arnar Gauti Markússon from a company called Midgard. Arnar Gauti Markússon run a presentation on Icelandic tourism and how the governmental agencies use storytelling to build an image of the country. He explained how the government’s strategy changed after the 2008 banking crisis and how it must get adjusted now after

the bankruptcy of the Icelandic airline. After the presentation participants went for a walk in a lava field where they learned more about traditional Icelandic storytelling connected with sagas, elf and trolls.

In the evening a dinner was organized in the Viðreisn's HQ. Participants have an opportunity to chat with party's board members, including the party founder, and leaders of the youth wing.

The last day of the project started with a presentation by Guus Baathorn from the VVD Online Team. He explained how VVD is building its relations with voters via social media and showed best examples of their online campaign.

Before the evaluation Stefanía Sigurðardóttir explained in details how Viðreisn was created and how its first three campaigns looked like.

Most of the participants went for a meeting with Maciej Chmielewski, a board member of the local chapter of Projekt: Polska, who presented campaigns run by local minority organizations, especially the Polish one, that try to fight stereotypes and create a positive image of migrants as an important part of the society.

On Sunday organizers met to evaluate the project and think about follow-up and new project proposals in Iceland.