



# TELL ME YOUR STORY

GDAŃSK / 5-7.09.2019

## ABOUT THE EVENT

During this two-day long workshop professional trainers and campaign experts will teach campaigners/staffers and communication officers from liberal organizations how to structure and execute a permanent campaigning strategy, which features storytelling aspects. The aim is to promote constant engagement between liberals and citizens/possible supporters of liberal agenda by means of an effective permanent campaign that focuses on listening to people's concerns, translating those into positive liberal solutions and subsequently communicating our newly developed approaches to citizens.

## EVENT SCHEDULE

### 5 September 2019

**16:00** Meeting in the hotel lobby

**16:30** Welcome

**Stefanía Sigurðardóttir**, Viðreisn

**Milosz Hodun**, European Liberal Forum

**16:45** Introduction to the programme

**Michał Tecza**, Projekt: Polska

**17:00** Storytelling as Medium for Social Campaigns

**María Rut Kristinsdóttir & Ingileif Friðriksdóttir**, Everyday Queer Life

**19:00** DINNER

### 6 September 2019

**09:30** Telling a Story Online

**Carolijn van Breevoort**, Community Manager ar VVD Online Team



- 11:00** Campaigning in the Far North. How a New Liberal Party Got to Parliament?  
**Stefanía Sigurðardóttir**, former Campaign Manager at Viðreisn
- 12:30** **LUNCH AT THE PARLIAMENT**  
With **Hanna Katrín Friðriksson MP**, chair of Viðreisn Group
- 13:30** Visit to the Althingi and City Hall
- 15:00** He for She. Examples of Best Storytelling Campaigns  
**Vigdís Jóhannsdóttir**, COO of Pipar/TBWA
- 16:30** Optional Visit to the Local Pool: Iceland & National Minorities  
**Tomasz Chrapek**, Projekt: Polska.is
- 19:30** **BBQ AT THE LIBERAL HQ**  
with Viðreisn Board members

## 7 September 2019

- 09:00** How Iceland Sells Itself as a Country: Field Trip  
**Arnar Gauti Markússon**, Midgard
- 12:00** Evaluation  
**Debbie van de Wijngaard**, VVD Internationaal  
**Michal Tecza**, Projekt: Polska
- 13:00** **LUNCH**
- 14:00** **END OF THE EVENT**

With the support of:



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