



## Mission: New Engagement

12 October 2020, Warsaw & ZOOM

### ABOUT THE EVENT

The “Mission: New Engagement” project focuses on innovative ways of bringing in new members and mobilising people already part of your organisation. The workshop facilitates learning from best (and worst) practices, with emphasis on the expertise from different organisations in Europe.

Building on the 2019 ‘Voice of Europeans’ workshops, the 2020 edition specifically takes into account digital and online tools and practices. In the workshop, you can expect to discuss among other things how to attract new members and supporters, retain and engage members and supporters, work with activists and volunteers, and what still can be done online in Covid times.

### Inspirational reading

- [What makes a political party innovative](#)
- [If political parties were startups](#)

### Bring Examples

Think of at least two examples from your organization on online engagement and online recruitment. This can both be successful ones, or ones that you would never recommend.

### EVENT SCHEDULE

Sunday 11 October 2020

19:30 Welcome dinner for In Person Participants  
*Venue tbc*

Monday 12 October 2020

09:15 Venue Open for In Person Participants  
*Venue tbc*

09:30 Zoom Room Open for Online Participants  
*Link to be communicated*

09:45 Welcome & Introductions  
**Milosz Hodun**, Vice-President of European Liberal Forum  
**Martine van Schoor**, Head of International Office D66 / Stichting IDI



10:10 Recruitment of Member and Supporters

**Greg Foster**, Head of Membership & Engagement, Liberal Democrats, UK

11:00 SHORT BREAK

11:10 Activation of New Members

**Louise Patterson**, Organization developer and project manager, Centerpartiet, Sweden

12:00 SHORT BREAK

12:10 Internal Communication with Members and Activists

**Luis Cano**, MEP Consultant, Momentum, Hungary

13:00 LUNCH BREAK

14:10 Inspirational Speaker on Political Participation

TBC - **Lousewies van der Laan**, former Leader and MEP for D66 & former ALDE VP

15:00 SHORT BREAK

15:10 Digital Organisation During Pandemic

**Ethan Arsht**, Field & Data Campaign Advisor, ALDE Party TBC

16:00 SHORT BREAK

16:10 Mobilizing in Covid. Polish Presidential Elections.

**Milosz Hodun**, International Officer, Nowoczesna, Poland

17:00 Wrap Up Exercise

17.15 END OF ONLINE PROGRAM

19:00 Dinner

*Venue tbc*

22:00 END OF THE EVENT

With the support of:





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