



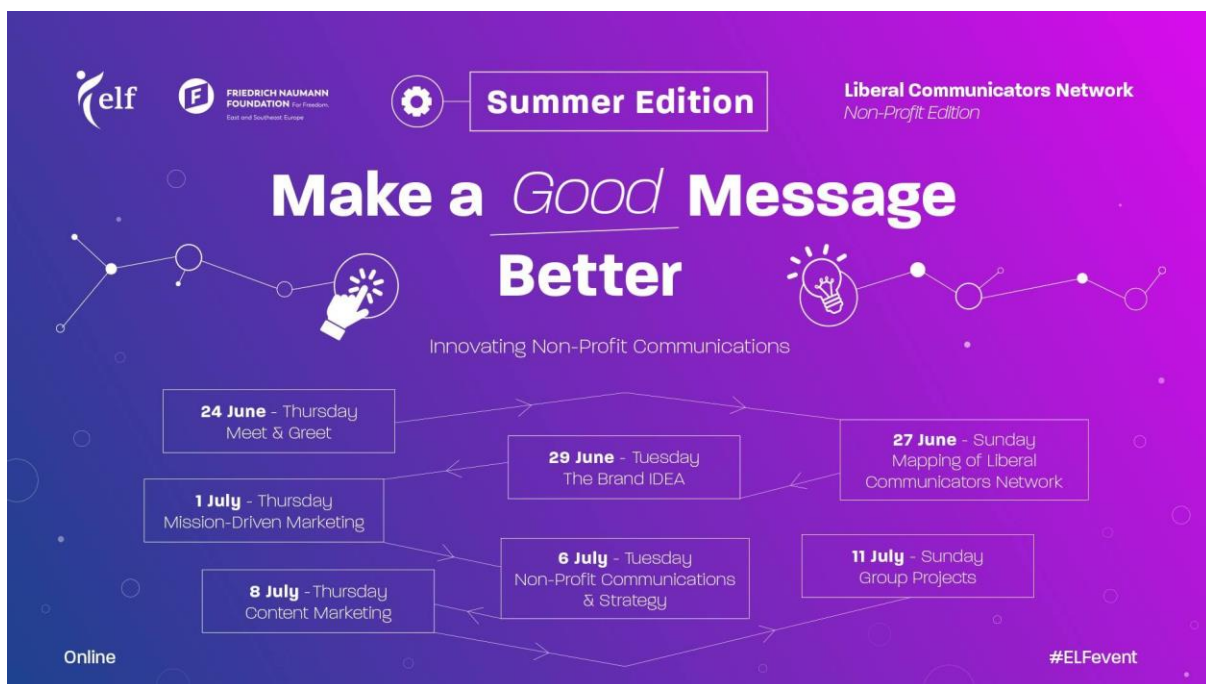
# Liberal Communicators Network: Non-Profit Edition

## Make a Good Message Better

### Innovating Non-Profit Communications

ONLINE/ Summer Edition/ 24 June- 11 July 2021

7 Sessions over 2 Weeks



## ABOUT THE EVENT

This LCN-Non-Profit Academy will empower liberal communicators via a series of big-picture inputs by high-level guest speakers in the summer and 2 specialized hands-on workshops in autumn. The high-profile web-talk series with thought leaders and best-selling authors will inspire and bring everybody on the 'same page' with the latest trends and the pulse of the market. Participants will be invited to reflect on the expert inputs and transform them into actionable insights. Topics span across brand management, creativity, strategy, non-profit communications, content marketing, etc. The development of the specialized communications community, LCN, will be at the forefront as well. There will be plenty of space for getting to know each other, aligning expectations, mapping expertise and needs, exchanging. Special Welcome Packages, delivered at home, will surprise participants with #comms best-sellers. Takeaways will be discussed in a Book Club session in September.

### Guest Speaker: Rory Sutherland

Do not miss the chance to learn from the advertising legend; thought leader, and [TED Global Speaker](#), whose talks have been viewed more than seven million times; Vice Chairman of Ogilvy UK; and best-



selling author- [Rory Sutherland](#). He studies the endless possibilities at the intersection of creativity, marketing, behavioural science, consumer behaviour, psychology. The author of '[Alchemy: The Surprising Power Of Ideas That Don't Make Sense](#)' and '[Rory Sutherland: The Wiki Man](#)'. [Follow him on twitter @rorysutherland.](#)

Discover the new paradigm for strategic brand management in the mission-driven section from **Julia Shepard Stenzel** (USA), consultant, coach and [co-author of 'The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity'](#). Julia draws on her experience with non-profit brand management, strategy and board membership, as well as her training in executive coaching and mindfulness, to help people gain clarity, articulate goals or strategies, and develop action plans. Julia received a BA, summa cum laude, from Princeton University and an MBA from Harvard University.

Navigate the world of **strategic non-profit communications and content marketing** with **Kivi Leroux Miller** (USA), the founder and CEO of [Nonprofit Marketing Guide](#). Kivi is an experienced trainer and certified executive coach, who has personally mentored hundreds of non-profit communications directors and communications teams. Kivi is also the award-winning author of three books, as well as a popular blog: [CALM not BUSY: How to Manage Your Nonprofit's Communications for Great Results](#); [Content Marketing for Nonprofits: A Communications Map for Engaging Your Community](#); [Becoming a Favorite Cause, and Raising More Money](#); [The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause](#) .

## EVENT SCHEDULE

Schedule is in CEST (UTC+2) Brussels time

**Main Trainer & Moderator: Sven Gerst**, PhD Student in Political Economy at King's College London; former Secretary General of IFLRY

### Before the Seminar

t-48hrs

Video #1: Welcome Message from Main Moderator and Trainer. Overview of the Course

Video #2: Expectation & Learning Approach

### Thursday, 24 June 2021

17:30 Opening

**Daniel Kaddik**, Executive Director, ELF

**Martin Kothé**, Regional Director, FNF East and Southeast Europe

**Dan-Aria Sucuri**, Vice-President, LYMEC

**Moderator: Sven Gerst**

17:45 Learning Approach and Getting to Know Each Other

**Moderator: Sven Gerst**



- 18:45 Instructions for Next Session. Moderator publishes video tasks:  
Video Task #1: Individual Assignment: W-H-O Are You?  
Video Task #2: Individual Assignment: Get you thinking.

19:00 End of Session

## Sunday, 27 June 2021

**Moderator: Sven Gerst**

- 15:00 Coffee Corner, Open Questions, Ask-us-anything
- 15:15 Review of Video Task #1
- 15:30 Mapping Where Do You Stand? Assessing: Strategic Communication
- 16:30 End of Session  
Instructions for Next Session. Moderator publishes video task #3: Group Assignment on Deconstructing “Brands”.

## Tuesday, 29 June 2021

**Moderator: Sven Gerst**

- 17:30 Coffee Corner, Open Questions, Ask-us-anything
- 17:45 Non-profit Strategic Management with ‘Brand IDEA’  
**Julia Shepard Stenzel** (USA), consultant, coach and co-author of [‘The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity’](#)
- 18:45 Review of Video Task #3 & Reflections
- 19:00 End of Session  
Instructions for Next Session. Moderator publishes video task: #4: Group Assignment (TBC)

## Thursday, 1 July 2021 (Date will be moved TBC)

**Moderator: Sven Gerst**

- 17:30 Coffee Corner, Open Questions, Ask-us-anything
- 17:45 Alchemy  
**Rory Sutherland** (UK), Vice Chairman, Ogilvy, UK; TED Global Speaker; Author of the best-seller [‘Alchemy: The Surprising Power Of Ideas That Don't Make Sense’](#)
- 18:45 Review of Video Task #4 & Reflections
- 19:00 End of Session  
Instructions for Next Session. Moderator publishes video task #5: Individual Assignment (TBC)



## Tuesday, 6 July 2021

**Moderator: Sven Gerst**

17:30 Coffee Corner, Open Questions, Ask-us-anything

17:45 Non-Profit Communications Strategy

**Kivi Leroux Miller** (USA), CEO of Non-Profit Marketing Guide, Trainer, Coach and Author of [‘Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money’](#).

18:45 Review of Video Task #5 & Reflections

19:00 End of Session

Instructions for Next Session. Moderator publishes video task #6: Group Assignment (TBC)

## Wednesday, 7 July 2021

**Moderator: Sven Gerst**

17:30 Coffee Corner, Open Questions, Ask-us-anything

17:45 Content Marketing for Non-Profits

**Kivi Leroux Miller** (USA), CEO of Non-Profit Marketing Guide, Author of [‘Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money’](#).

18:45 Review of Video Task #5 & Reflections

19:00 End of Session

Instructions for Next Session. Moderator publishes video task #7: Individual Assignment (TBC)

## Sunday, 11 July 2021

**Moderator: Sven Gerst**

15:00 Coffee Corner, Open Questions, Ask-us-anything

15:15 Brand Booster Presentations: Group Presentations

16:30 Award Ceremony & Reflection

17:00 Briefing for Autumn Edition and #Comms Book Club

**END OF SUMMER EDITION**

**SPEAKERS & TRAINERS**

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**Guest Speaker**  
**Rory Sutherland**

Vice Chairman at Ogilvy UK, Advertising Guru, TED Global Speaker, Best-Selling Author of 'Alchemy: The Surprising Power Of Ideas That Don't Make Sense'

Rory Sutherland is the Vice Chairman of Ogilvy UK. He leads a behavioural science practice to uncover the hidden business and social possibilities, which emerge when you apply creative minds to the latest thinking in psychology and behavioural science.



# Make a *Good* Message Better






**Consultant & Coach**  
**Julia S Stenzel**

Co-author of 'The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity'

Julia Shepard Stenzel is a consultant and coach, helping organizations and individuals become more effective in achieving their mission and goals. She draws on her experience with nonprofit brand management and strategy, as well as her training in executive coaching and mindfulness, to help people gain clarity, articulate goals or strategies, and develop action plans.



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Trainer  
**Kivi Leroux Miller**

CEO of Nonprofit Marketing Guide, Trainer, Award-winning author of *Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money*

Kivi Leroux Miller is the founder and CEO of Nonprofit Marketing Guide, where she helps nonprofit communications professionals learn their jobs, love their work, and lead their teams through a variety of training and coaching programs. She has personally mentored hundreds of nonprofit communications directors and communications teams as a certified executive coach.



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Main Trainer & Moderator  
**Sven Gerst**

PhD, Student in Political Economy at King's College London, Former Secretary General of IFLRY

Sven Gerst is the former Secretary General of the International Federation of Liberal Youth. During his work in international politics, Sven has worked with more than 50 political parties, NGOs, and think tanks from all over the world on strategic communication and capacity building. Outside his work in politics, Sven is a PhD Student in Political Philosophy at the Department of Political Economy at King's College London—where his research mainly focuses on matters of political philosophy and applied ethics. He holds a M.Sc. in Philosophy from the London School of Economics and Political Science as well as a M.Sc. in Management from the University of Mannheim. Previously, he also studied and worked at Harvard University, Duke University, St. Petersburg State University, and National Taiwan University.

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