



# Liberal Communicators Network (LCN): Non-Profit Edition

## Make a Good Message Better

### Innovating Non-Profit Communications

## CALL FOR APPLICATION & CONCEPT PAPER

### ONLINE

- Summer Edition** 7 Sessions over 2 Weeks in from 24 June to 11 July
- Autumn Edition** 2 Sessions and 2 Workshops in September/October (Dates TBC)
- Bonus** Alumni get Membership in ELF's 'Liberal Communicators Network'  
3 Spots in ELF's Communication Masterclass LCN (November, Dates TBC)

**APPLY** [Here by 14 June, 23.59 CEST](#)

**elf** **FRIEDRICH NAUMANN FOUNDATION** For Research East and Southeast Europe

**Liberal Communicators Network Non-Profit Edition**

# Make a *Good* Message Better

Innovating Non-Profit Communications

**Summer Edition**

**7 Sessions** of 60-120 min over 2 Weeks  
**24 June to 11 July**

**High-Profile Web-Talks**  
Thought Leaders, Best-Selling Authors, Top Trainers

Tuesday & Thursday 17.30 CEST (UTC+ 2)  
Sunday 15.00 CEST (UTC+ 2)

Brand Management, Creativity, Strategy, Non-Profit Communications, Content Marketing Networking, Mapping and Collaboration in the Liberal Communicators Network (LCN)

**Autumn Edition**

**2 Workshops + 2 Short Sessions** in **September/October** (Dates TBC)

**September**

- Book Club Session with best-sellers, part of your Welcome Package
- Multiple-Session Workshop over 1/2 days on SEO

**October**

- Multiple-Session Workshop over 1/2 days on Social Media
- Graduation Session and Introduction to LCN

**Bonus**

- Alumni Membership in Liberal Communicators Network
- 3 Spots in ELF's Communication Masterclass, part of LCN (November, Dates TBC)

**Online** **#ELFevent**

### ABOUT LCN & ACADEMY

This LCN-Non-Profit Academy will empower liberal communicators to step outside the comfort zone of traditional communications; learn from #StratComm top talent from



business, marketing, digital, tech, politics, non-profit; think outside-the-box of how to leverage this expertise for amplifying the liberal agenda for a forward-looking Europe. The non-profit sector aims to change values and behaviour, 'sell ideas', not 'politicians and products'. The ultimate 'conversion' of mission-driven communications is winning the hearts and minds of people. Thus, simple copy pasting in the non-profit context from marketing in politics and business is not efficient. Customization and fine-tuning for the specific nature of the sector is required.

To respond to this market niche, ELF is joining forces with FNF and LYMEC, to co-create and develop a professional community - 'Liberal Communicators Network' (LCN), which will offer opportunities for on-the job trainings, capacity building, professionalization; networking and exchange; peer-to-peer learning and mentorship; cross-sectoral collaboration and co-creation of industry-knowhow.

The design of the LCN-Non-Profit Academy is structured around summer and autumn editions. 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. Learn from advertising guru, Rory Sutherland, Vice Chairman at Ogilvy UK; TED Global Speaker; Best-Selling Author of 'Alchemy: The Surprising Power Of Ideas That Don't Make Sense'. With the help of our main moderator and trainer, Sven Gerst, participants will be invited to reflect on the big-picture expert inputs and transform them into actionable insights. Topics span across brand management, creativity, strategy, non-profit communications, content marketing, etc.

Building of our joint 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, in order to adjust accordingly the learning journey in the fall.

Special Welcome Packages, delivered at home, will surprise participants with #comms best-sellers. Takeaways will be discussed in a Book Club session.

In the autumn edition, we will dive deeper into the nitty gritty of different communication tactics and channels in 2 workshops. We will get our "hands dirty" with content marketing, SEO and SEM, social media, algorithms, trends, advertising and more. Workshop duration and format will be adjusted in line with meaningful online engagement (multiple-session workshop over ½ days, possibly over a weekend (TBC)).

As this is not a one-off affair, we will invite all successful alumni to join LCN. As a bonus, we go the extra mile by offering top 3 participants a place in ELF Masterclass, part of LCN.

This LCN-Non-Profit Academy is organised by the European Liberal Forum, with the support of Friedrich Naumann Foundation for Freedom for East and Southeast Europe, and our partners LYMEC (European Liberal Youth) and Fundacja Projekt: Polska.

## **APPLICATION DEADLINE**

**[Apply Here by 14 June, 23.59 CEST \(Brussels Time\)](#)**

## **APPLICATION CRITERIA**

- ✓ Work fully or part-time on communications;



- ✓ Work or volunteer in an ELF organization and FNF; partners of ELF and FNF; liberal civil society organizations and activists. The ideal combination per country: a representative of ELF member, FNF and local liberal organization.
- ✓ Applicants cannot be candidates at elections (at any level of governance).
- ✓ Completed Application Form.

## ASSESSMENT CRITERIA

- ✓ Commitment to participation in all Academy events is of utmost importance.
- ✓ Regardless of your current level of communications expertise, what will be prioritized is a dedication to learn on-the-job and grow professionally in the field of communications.
- ✓ Previous work experience, professional/academic qualifications in communications are welcomed, but not required.
- ✓ Teams with limited communications capacity and resources will be given special consideration.
- ✓ Willingness to pay forward the gained knowledge in your organization;
- ✓ Passionate to join and contribute to the development a pan-European community of non-profit communicators.
- ✓ Preference for participants from Central, East and Southeast Europe.

The Application form will help us to tailor better the Academy to your needs.

## LEARNING JOURNEY

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

### Summer Edition: Check out the Detailed Draft Programme and Event Schedule Below

- ✓ 7 Sessions of 90-120 min over 2 Weeks from 24 June to 11 July
  - Tuesday & Thursday 17.30 CEST (UTC+ 2)
  - Sunday 15.00 CEST (UTC+ 2)
- ✓ High-Profile Web-Talks: Thought Leaders, Best-Selling Authors, Top Trainers
- ✓ Brand Management, Creativity, Strategy, Non-Profit Communications, Content Marketing
- ✓ Networking; Mapping Expertise, Needs and Expectations; Collaboration in the Liberal Communicators Network (LCN)
- ✓ Welcome Packages with #Comms best-sellers sent to you at home

### Autumn Edition

- ✓ 2 Workshops + 2 Short Sessions in September/October (Dates TBC)
- ✓ Book Club Session with best-sellers, part of your Welcome Package (September)
- ✓ Several-Session Workshop\* over 1/2 days on SEO (September)
- ✓ Several-Session Workshop\* over 1/2 days on Social Media (October)
- ✓ Graduation Session and Introduction to Liberal Communicators Network (October)



## Bonus

- ✓ All alumni, who finish successfully the learning journey, will be invited to join the Liberal Communicators Network of ELF.
- ✓ Top 3 Participants will be offered a spot in ELF's Communication Masterclass, part of LCN (November, Dates TBC).

## EVENT SCHEDULE

### Summer Edition

#### 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.](#)

24 June, Thursday	Meet & Greet
27 June, Sunday	Mapping of Liberal Communicators Network
29 June, Tuesday	The Brand IDEA
1 July, Thursday	Mission-Driven Marketing with <b>Rory Sutherland</b>
6 July, Tuesday	Non-Profit Communications & Strategy
8 July, Thursday	Content Marketing
11 July, Sunday	Group Projects & Reflection
June-July	Welcome Packages with #comms best-sellers sent to you at home

In cooperation with:



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.

East and Southeast Europe

An event organised by the European Liberal Forum (ELF) in cooperation with Friedrich Naumann Foundation for Freedom East and Southeast Europe. Co-funded by the European Parliament. The views expressed herein are those of the speaker(s) alone. These views do not necessarily reflect those of the European Parliament and/or the European Liberal Forum asbl.