



International Federation of Liberal Youth

1, Whitehall Place, London SW1A 2HD, United Kingdom

Phone: +44 203 239 6840 • Fax: +44 207 100 8159 • office@iflry.org



Draft Program

Training “Youth @ Elections: Communication and Campaigning”

Thursday, 10th October 2019

- Until 14:00h** Arrival of Participants, Check-In
- 14:30h** Registration and Welcome Coffee
- 15:00h** Welcoming Addresses, Introduction to Program, Division into Groups
- 15:30h** Introduction to Political Communication
- 17:00h** Coffee Break
- 17:15h** Group Work Session 1: Defining Roles and Responsibilities
- 17:00h** Team-Buildings Session
- 15:30h** Gathering Information: Research and Statistics, Hometask
- 20:00h** Dinner
- 22:00h** Team Work, Cultural Evening

Friday, 11th October 2019

- Until 08:30h** Breakfast
- 09:00h** Presentation of Hometask
- 09:45h** Group Work Session 2: Defining your core Messages
- 10:30h** Presentation of Results



International Federation of Liberal Youth

1, Whitehall Place, London SW1A 2HD, United Kingdom
Phone: +44 203 239 6840 • Fax: +44 207 100 8159 • office@iflry.org

2

- 11:00h** Coffee Break
- 11:15h** Best Practice: How to target Political Messages towards Young People?
- 12:30h** Group Work Session 3: Framing your Message on the Target Group.
- 13:30h** Lunch
- 14:30h** Presentation of Results
- 15:00h** Best Practice: Branding your Organization and Developing a Communication Process
- 16:15h** Group Work Session 4: Development of a Communication Process
- 17:30h** Coffee Break
- 17:45h** Presentation of Results
- 18:30h** Best Practice: Campaigning in Russia
- 20:00h** Dinner
- 22:00h** Social Program

Saturday, 12th October 2019

- Until 08:30h** Breakfast
- 09:00h** Best Practice: Campaigning in Western Europe
- 10:00h** Training: Basics of Social Media Campaigning
- 13:00h** Coffee Break
- 11:15h** Best Practice: Practical Examples of Social Media Campaigning
- 12:15h** Group Work Session 5: Development a Social Media Campaigning Strategy
- 13:30h** Lunch
- 14:30h** Presentation of Results
- 15:15h** Training: Street-Campaigning - Direct Contact with your Electorate
- 16:00h** Training: How to Deal with Provocations and Propaganda?
- 16:30h** Coffee Break
- 16:45h** Group Work Session 6: Role Play



International Federation of Liberal Youth

1, Whitehall Place, London SW1A 2HD, United Kingdom

Phone: +44 203 239 6840 • Fax: +44 207 100 8159 • office@iflry.org

3

- 18:00h** Best Practice: Street-Campaigning - Innovative Methods
- 19:00h** Q&A Session
- 20:00h** Dinner
- 22:00h** Social Program

Sunday, 13th October 2019

- Until 09:00h** Breakfast
- 09:00h** Introduction: Development of a Campaign Plan
- 10:00h** Group Work Session 7: Development of a Campaign Plan
- 12:00h** Final Presentations
- 13:30h** Lunch
- 14:30h** Wrap-Up Session
- 15:00h** Closing