

IFLRY Belarus and Ukraine Programme



Training: "Youth @ Elections: Communication and Campaigning"

Location: Vilnius

Time: 10th - 13th October 2019

Dear Liberal Friends, dear Youth Activists,

we would hereby like to invite you to apply for the upcoming IFLRY Training "Youth @ Elections: Communication and Campaigning".

The event will take place in Vilnius, Lithuania between the 10th and 13th of October 2019. We would like to extend our gratitude to the D66 Party of the Netherlands as the sponsor for this event.

Information on the Topic and Methodology

The IFLRY Belarus and Ukraine Programme is primarily organizing this event to support youth activists in the upcoming parliamentary and presidential elections in Belarus. The event will first of all focus on the different roles youth activists play in the election campaigns, e.g. as multipliers for democratic opinions, members of campaigning teams or observers. Therefore it will combine extensive trainings on topics like target group analysis, content-preparation, campaign-design and practical dissemination of political campaigns as well as specific soft-skills such as public speaking or reacting to provocations and propaganda. A basic training in communication-theory will be followed by best practice examples and innovative group-work sessions. During the event the participants will learn how to build a campaign, define messages and combine specific tools and methods in a communication plan. Best practice sessions will focus on social-media campaigning as well as modern methods of street campaigning and direct contact to the electorate.

The specific targeted learning outcomes of the event are as follows:

- The participants learn how to choose specific messages and focus them on the target group(s).
- The participants understand how to make a communication plan and choose the tools for their campaign.
- They profit from best-practice provided by international trainers.
- They learn how to use specific tools in practice and adapt them to their needs.
- They improve interorganizational cooperation by defining common messages and interests.

As usual IFLRY will organize the event within the framework of non-formal education which means that the trainers will use an extensive participatory approach to include the ideas of the participants and achieve outcomes that are useful and realistic for implementation in the Belarusian environment. Short input and best-practice sessions will be framed by extensive group-work and direct cooperation of the participants.

Accommodation

Accommodation for participants will be at City Hotel Rudninkai and Hotel Conti in Vilnius:

City Hotel Rudninkai

Rudninku g. 15/46
01135, Vilnius, Lithuania

Tel.: +375 274 1495

Web: <http://www.cityhotels.lt/rudninkai/>

Hotel Conti

Raugyklos 7/2
01140, Vilnius, Lithuania

Tel.: +370 525 14111

Web: <http://www.contihotel.lt/>

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Information about Application

To apply for the event please fill out the online application form:

<https://tinyurl.com/y3z34qye>

Deadline is the 15th of September 2019!

Please also make sure that you have answered the questions concerning your motivation.

The following points will be considered in the process of choosing participants:

- The event is limited to 22 participants.
- In the selection IFLRY will spend special attention to activists with a local background.
- Participants should be under 35 years of age. No exceptions!
- The event is primarily for activists who are planning to participate in upcoming election campaigns.
- An understanding knowledge of English is a plus but not a prerequisite to attend the event.

IFLRY will select the participants after the deadline has passed and send out confirmations within 1-2 days.

Rules of Participation

The following rules are set for participation in the event:

- There is no participation fee, however a contribution of 15€ will be deducted from any travel-refund.
- We will ask you to present a valid travel-booking to confirm your participation.
- IFLRY will cover full accommodation, conference material and food during the event.
- The travel costs for a second-class train or bus ticket (return) from anywhere in Belarus will be refunded.
- Please only apply, if you are really planning to attend the event!
- Participants are expected to attend the sessions in full to qualify for the travel refund. Exceptions can only be made based on an agreement reached before you apply for the event.
- IFLRY does not accept liability or responsibility for damages or injuries. Responsibility is to the participants of the training.

We are looking forward to your applications! If you have any questions you can contact the IFLRY Belarus and Ukraine Programme (belarus.ukraine@iflry.org) at any time.

With best liberal regards,

A handwritten signature in blue ink that reads 'Daniel George'.

Daniel George

A handwritten signature in blue ink that reads 'Damien Storimans'.

Damien Storimans

(IFLRY Belarus and Ukraine Programme Managers)