



Topic

In a world dominated with competing messages, brands and ideas - how will your message resonate with your voters or supporters? In the context of your strategy: What is it that you want to communicate to achieve your strategy? The seminar will present the full 360 degree picture of modern communication from concepts to practice.

Subjects

- Strategic political communication
- Communication as part of a strategic plan and a brand strategy
- Branding and powerful value propositions
- Communication and media channels - advantages, disadvantages, alternatives
- What is 'news' and how do journalists work?
- The media - overview and successful concepts for media work
- Media skills - practical training
- Social media - potentials and pitfalls
- Communication plans

Methodology

The seminar will use modern, dialogue-oriented methods and focus on the practical application of communication and media skills in a political environment. Participants will receive detailed and critical feedback on their individual or working group results. Participants will be requested to contribute actively and share their experiences. Presentations and inputs will be provided by facilitators as well as external experts in Gummersbach and during a half-day excursion.

Target group

Politicians and directors of communication / press officers. Having already experiences in the field of political communication is a requirement due to the dialogue-oriented approach of the seminar.

Facilitators



Wulf Pabst

Wulf Pabst works as a freelance consultant and facilitator since the late 1990s. His focus lies on Strategic Planning, Moderation and Conceptual Design, Political Communication and Political Practice (e.g. local government politics).

In the field of political Education he works as a trainer and facilitator for different institutions in Germany and abroad. As a Consultant Wulf Pabst's clients include German and international associations, foundations, political organizations and parties as well as their branches.

Background: Wulf Pabst is a mechanical engineer, graduated from RWTH Aachen University. His political experiences include various board positions on different levels in the German liberal party FDP as well as a five-year term as an elected city councilor in the city of Aachen.



Nick Clelland

Nick Clelland was elected to the Durban Metropolitan Council at the age of 24 for the erstwhile Democratic Party. At 27 he was one of the youngest South Africans elected to Parliament. During this time Nick also served as the Democratic Alliance's Director of Communications.

Since leaving Parliament, Nick worked on the campaign team of the British Liberal Democrats, as Chief of Staff for the Mayor of Auckland and as Director of Strategic Communications for the Democratic Alliance-run Western Cape Government.

In June 2013, Nick started a strategic communications and public affairs consultancy with former Vice-President of Liberal International, Tony Leon.

The Foundation

We, the **Friedrich Naumann Foundation for Freedom**, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's **International Academy for Leadership (IAF)** form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.



Venue

International Academy for Leadership (IAF)
Theodor-Heuss-Straße 26
51645 Gummersbach
Germany

Contact

www.visit.fnst.org
www.facebook.com/FNF.IAF

Language

English, Spanish, French

Registration

30.07.2018

Registration fee

260€

