



COMMUNICATON STRATEGIES

12 - 18 September 2021

Online Version

Abstract

"Once you are seen as a power player who plans everything coolly, chance coagulates into strategy.

But it is often far less of a strategy than you might think."

Gerhard Schröder, Chancellor of Germany 1998-2005

In a world dominated by competing messages, brands and ideas - how will your message resonate with your voters or supporters? Especially in times when populists seem to be on the rise and successfully operate with deceit, lies and splitting societies in "them" vs. "us"? How can liberals reach the hearts and minds of supporters without falling into the trap of trading their values for gains by adopting the same strategy like their competitors/political enemies: the anti-liberal populists and demagogues? How can we get into the media with our candidates and messages? Which practical points do we need to consider in order to improve our media work and media presence? How should we deal with difficult, closed or biased media?

The seminar will present important elements of modern political communication from concepts to practice. It will also provide tools and space to work on how to deal with media.

Components

This workshop focuses on a conceptual fundament for strategic political communication but emphasizes a lot on practical knowledge. This comprises the following components:

1. Communication strategies and the media

- Basics of communication strategies: What is a brand, a value proposition, a strategy?
- What is media? How do journalists work?
- About themes, issues and messages

2. Practical media skills

- Dealing with media professionally
- Media toolbox and training: press release, interview, events
- Digital and social media
- Examples, case studies and exchange with experts from Germany and South Africa

3. Special communication situations

- Communication in hostile environments, dealing with populism and fake news
- Crisis communication

Target Group

This workshop is best suited for communication strategists from political parties and political movements, communication experts, activists and bloggers.

Format

This workshop will run from Sunday 12 September to Saturday 18 September 2021.

Please expect live sessions from 15h00 - 17h00 (CEST, i.e. UTC+2) which require the full group's presence. On top participants will be asked to choose between two regional timezone slots at 12h00 - 14h00 (UTC+2) or 18h00 - 20h00 (UTC+2) where they are asked to meet in regional groups or prepare or carry out individual or small working group tasks. i.e. the seminar will require about up to five hours of your time per day.

The exact calendar will be shared after confirmation of participation.

Participation Requirements

1. Logistics / Needs

You need a PC or laptop for accessing the seminar. Some parts will be able to attend from a mobile device but a stable internet connection and a desktop browser are strongly recommended.

2. Participation

Participants successfully qualify if they fulfill the following requirements:

80% of the video and expert sessions attended

80% of the daily tasks fulfilled

All successful participants will be awarded an official certificate by the International Academy for Leadership for completing this course and enter into the IAF Alumni network.

Facilitators



Wulf Pabst

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

In the field of political Education he worked as a trainer and facilitator for different institutions in Germany and abroad. As a Consultant Wulf Pabst's clients included German and international associations, foundations, political organizations and parties as well as their branches. He now works with the Government of North Rhine Westphalia as Head of Strategic Planning, Communication and Public Relations at the Ministry of Economics, Innovation, Digitalisation and Energy.

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: Online

Language: English

Registration: 16 August 2021

Registration fee: 0,00 €

