

Liberal Communicators Network (LCN): Non-Profit Academy

LCN Non-Profit Academy: Summer Edition

Liberal Communicators Network (LCN):Non-Profit Academy

Make a Good Message Better

Online

26 May 2022 – 21 June 2022 (TBC)



The banner features a teal background with white and orange accents. At the top left is the European Liberal Forum ACADEMY logo. At the top right is the Friedrich Naumann Foundation logo with the tagline 'For Freedom. East and Southeast Europe'. The central text reads 'Make a *Good* Message Better' in a mix of bold sans-serif and script fonts. Below this, it says 'Liberal Communicators Network: Non-Profit Academy'. Two boxes for 'Summer' and 'Autumn' sessions are shown, both indicating '6 Sessions over 3 Weeks'. The Summer session is for May/June and the Autumn session is for September/October. A large 'APPLY by 1 May' button is prominently displayed in the center. The word 'Online' is at the bottom left and the hashtag '#ELFevent' is at the bottom right. Decorative elements include lightbulb icons, starbursts, and a network diagram.

European Liberal
Forum
ACADEMY

F **FRIEDRICH NAUMANN
FOUNDATION** For Freedom.
East and Southeast Europe

**Make a *Good* Message
Better**

Liberal Communicators Network: Non-Profit Academy

Summer
6 Sessions over 3 Weeks
May/June

Autumn
6 Sessions over 3 Weeks
September/October

APPLY by 1 May

Online

#ELFevent

About the Academy

The LCN-Non-Profit Academy will empower liberal communicators to adapt cutting-edge communication strategies, innovation, and marketing trends for the specific context of the mission-driven sector. By innovating non-profit communications, liberals will be better equipped

to win the hearts and minds, influence shifts in values and behaviour, and achieve societal change for a forward-looking Europe.

LCN strives to develop a professional community of non-profit communicators from civil society organizations, foundations, think tanks, change-makers, working on liberal topics. Join the Academy to become a member of this European network of marketing professionals.

The Academy 'Make a Good Message Better' offers online 6 sessions (26 May- 21 June, TBC) in the summer and 6 sessions in the autumn (end of September- October). The high-profile web-talk series and specialized hands-on workshops with thought leaders, best-selling authors, world-class trainers will inspire, enable and bring everybody on the 'same page' with the latest trends. Topics span across non-profit brand management, strategy, communications, digital and content marketing, creativity, and more.

The Academy is organised by the European Liberal Forum (ELF) with the support of Friedrich Naumann Foundation for Freedom for East and Southeast Europe (FNF). Our partners are European Liberal Youth (LYMEC) and Projekt: Polska. The Academy is part of an umbrella programme – the Liberal Communicators Network (LCN), between ELF Secretariat, LYMEC and FNF East and Southeast Europe.

Programme

Schedule is in CEST (UTC+2) Brussels time

Lead Facilitator: Sven Gerst, PhD Student in Political Economy at King's College London; Former Secretary General of IFLRY

Thursday, 26 May (TBC)

17:30 Opening

Speaker: [Daniel Kaddik](#), Executive Director, European Liberal Forum

Speaker: [Martin Kothé](#), Regional Director, FNF East and Southeast Europe

Speaker: LYMEC (TBC)

Speaker: [Milosz Hodun](#), Project Polska (TBC)

Speaker: [Boryana Atanassova](#), Project Leader and Co-facilitator, FNF East and Southeast Europe

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Monday, 30 May (TBC)

17:30 Mapping Where Do You Stand? Assessing: Strategic Communication

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Tuesday, 7 June

17:30 Workshop: Non-Profit Communications Strategy, Part 1

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:30 End of Session

Thursday, 9 June (TBC) or Tuesday, 21 June (TBC) Either of the 2 dates, not both

17:30 Marketing is Alchemy

Speaker: [Rory Sutherland](#) (UK), Vice Chairman, [Ogilvy, UK](#); [TED Global Speaker](#); Best-Selling Author "[Alchemy](#)"

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Tuesday, 14 June

17:30 Workshop: Non-Profit Content Marketing, Part 2

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:30 End of Session

Thursday, 16 June

17:30 Workshop: Non-Profit Content Marketing, Part 3

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:30 End of Session

Tuesday, 21 June (TBC) or Thursday, 9 June (TBC)* *Either of the 2 dates, not both*

17:30 Marketing is Alchemy

Speaker: [Rory Sutherland](#) (UK), Vice Chairman, [Ogilvy, UK](#); [TED Global Speaker](#); Best-Selling Author "[Alchemy](#)"

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

End of Summer Edition of LCN Academy

October, Autumn Edition

6 Sessions over 3/4 weeks

Speakers & Trainers

Rory Sutherland (UK), Vice Chairman, [Ogilvy, UK](#); [TED Global Speaker with millions of views](#). 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.](#)

Make a *Good* Message Better



Guest Speaker **Rory Sutherland**

Vice Chairman at Ogilvy UK, Advertising Guru, TED Global Speaker, Best-Selling Author of 'Alchemy: The Surprising Power Of Ideas That Don't Make Sense'.

Rory Sutherland is the Vice Chairman of Ogilvy UK. He leads a behavioural science practice to uncover the hidden business and social possibilities, which emerge when you apply creative minds to the latest thinking in psychology and behavioural science.



Kivi Leroux Miller (USA), the founder and CEO of [Nonprofit Marketing Guide](#). Award-winning author of three books: [CALM not BUSY: How to Manage Your Nonprofit's Communications for Great Results](#); [Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money](#); [The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause](#).

Make a *Good* Message Better



Trainer **Kivi Leroux Miller**

CEO of Nonprofit Marketing Guide, Trainer, Award-winning author of Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money

Kivi Leroux Miller is the founder and CEO of Nonprofit Marketing Guide, where she helps nonprofit communications professionals learn their jobs, love their work, and lead their teams through a variety of training and coaching programs. She has personally mentored hundreds of nonprofit communications directors and communications teams as a certified executive coach.



Make a *Good* Message Better



Lead Facilitator
Sven Gerst

PhD, Student in Political Economy at King's College London
Former Secretary General of IFLRY

Sven Gerst is the former Secretary General of the International Federation of Liberal Youth. During his work in international politics, Sven has worked with more than 50 political parties, NGOs, and think tanks from all over the world on strategic communication and capacity building. Outside his work in politics, Sven is a PhD Student in Political Philosophy at the Department of Political Economy at King's College London—where his research mainly focuses on matters of political philosophy and applied ethics. He holds a M.Sc. in Philosophy from the London School of Economics and Political Science as well as a M.Sc. in Management from the University of Mannheim. Previously, he also studied and worked at Harvard University, Duke University, St. Petersburg State University, and National Taiwan University.

In cooperation with:



**FRIEDRICH NAUMANN
FOUNDATION** For Freedom.

East and Southeast Europe

An event organised by the European Liberal Forum (ELF). 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.