



FRIEDRICH NAUMANN
FOUNDATION For Freedom
IAF

© Maite Mueller / Gettyimages

Communication: Strategy & Skills

06 - 13 November 2022

Gummersbach, Germany

Abstract

Perception precedes reality.

- Andy Warhol -

In a world of brands, where attention is precious and voters are just a click away from the next media seduction, politicians and political parties need to connect with their audiences in an authentic way. To be right or to have the best ideas is not enough. Based on a robust strategy, liberal political players need to know the rules of our (social) media driven societies and be better than their competitors or populist opponents.

OBJECTIVES

The seminar aims to give insight into the following subjects:

- Strategic political communication basics
- 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 and digital media - potentials and pitfalls
- Communication plans

TOPICS

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. This includes key elements of a powerful political brand and the identification of political issues. Both will be crucial in order to create relevance – which means that voters will care about what you say, listen and spread the word. In practical training sessions we will simulate typical interactions with the media and learn from own observations and feedbacks.

TARGET GROUP

Politicians and directors of communication / press officers. Some experience in political communication is a requirement due to the dialogue-oriented approach of the seminar.

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 from their own experiences.

Presentations and inputs will be provided by facilitators as well as external experts in Gummersbach and during a half-day excursion

Facilitators



Wulf Pabst

Wulf Pabst worked as a freelance consultant and facilitator since the late 1990s focusing on Strategic Planning, Moderation, 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 full time with the Government of North Rhine-Westphalia at the Ministry of Economics, Innovation, Digitalization 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 councillor in the city of Aachen.



Nick Clelland

Nick was elected to the Durban Metropolitan Council in 1996, and three years later to Parliament aged 27 - one of the youngest ever at the time.

Since leaving Parliament, Nick has worked as a political advisor and consultant. He was part of the British Liberal Democrats General Election Campaign team, Chief of Staff for the Mayor of Auckland in New Zealand and Special Advisor to the Premier of the Western Cape. In the corporate world, Nick was the founding CEO of Resolve Communications and Director of Strategic Communications for female health app 'Clue' based in Berlin.

Nick has trained political and government leaders around the world since 2002. He is the author of 'Spin - the Art of Managing the Media' (Penguin Random House 2019).

He is a keen, yet mediocre, cyclist.

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

Language: English

Registration: 05 August 2022 (via dvinci)
<https://fnst.dvinci-hr.com/en/p/iaf/jobs/30339/intro>

Registration fee: 260,00 €

