

# Liberal Communicators Network (LCN): Non-Profit Academy

## LCN Academy: CALL FOR APPLICATION

Liberal Communicators Network (LCN): Non-Profit Academy

Make a Good Message Better

Online

9 Sessions: 30 April– 6 June 2024, 17.00 CEST -19.00 CEST, Brussels/Time



**elf**  
European  
Liberal Forum

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

projekt:polska®

**Make a *Good* Message  
Better**

**Liberal Communicators Network:  
Non-Profit Academy**

## 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. This LCN Edition focuses on the liberal non-profit actors, not on political parties.

The Academy 'Make a Good Message Better' offers webinars with thought leaders, best-selling authors, world-class trainers, who will bring everybody on the 'same page' with the latest trends in non-profit brand management, communications strategy, digital and content marketing, hope-based communications in democracy promotion and human rights, messaging and more.

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

## Programme

9 Online Sessions: 30 April - 6 June 2024

Schedule is in CEST (UTC+2) Brussels time

**Lead Facilitator:** [Sven Gerst](#), Political Philosopher, Former Secretary General of IFLRY, Experienced Facilitator at The International Academy of Leadership (IAF) of the Friedrich Naumann Foundation for Freedom and many more

**Co-Facilitator:** [Boryana Atanassova](#), LCN Project Leader and Co-facilitator; Senior Regional Communications Manager for East and Southeast Europe, Friedrich Naumann Foundation for Freedom

### 30 April, Tuesday

Meet & Greet. Mapping Where Do You Stand?

Speaker: [Dr. Milosz Hodun](#), European Liberal Forum; Projekt Polska (TBC)

**Lead Facilitator:** [Sven Gerst](#), PhD Student in Political Economy at King's College London; Former Secretary General of IFLRY

**Co-Facilitator:** [Boryana Atanassova](#), LCN Project Leader and Co-facilitator; Senior Regional Communications Manager for East and Southeast Europe, Friedrich Naumann Foundation for Freedom

**17:00 - 19:00 CEST**

### 7 May, Tuesday

Workshop 1: Hope-based Communication - a Smart Strategy for Promoting Democracy and Human Rights

Trainer: [Thomas Coombes \(UK\)](#), Founder and Director of [Hope-based Communications](#), Communications and Human Rights Strategist, Expert on Strategies for Social Change, [TEDx-speaker](#), Former Head of Brand and Deputy Communications Director of Amnesty International

Lead Facilitator: [Sven Gerst](#)

**17:00 - 19:00 CEST**

### 9 May, Thursday

Workshop 2: Hope-based Communication - a Smart Strategy for Promoting Democracy and Human Rights

Trainer: [Thomas Coombes \(UK\)](#), Founder and Director of [Hope-based Communications](#), Communications and Human Rights Strategist, Expert on Strategies for Social Change, [TEDx-speaker](#), Former Head of Brand and Deputy Communications Director of Amnesty International

Lead Facilitator: [Sven Gerst](#)

**17:00 - 19:00 CEST**

### 13 May, Monday

Workshop 3: The Missing Magic in Your Communications Strategy: Choosing the Right Objectives

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

Lead Facilitator: [Sven Gerst](#)

**17:00 - 19:00 CEST**

### 15 May, Wednesday

Workshop 4: Diversifying Your Writing Styles to Reach the Right People

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

Lead Facilitator: [Sven Gerst](#)

**17:00 - 19:00 CEST**

### 20 May, Monday

Workshop 5: Communications Planning and Workflow Tools That Make Life Easier

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

Lead Facilitator: [Sven Gerst](#)

**17:00 - 19:00 CEST**

### 22 May, Wednesday

Workshop 6: Why Communicators Need to Set Boundaries and How to Figure Out Your Own

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

Lead Facilitator: [Sven Gerst](#)

**17:00 - 19:00 CEST**

### 27 May, Monday

Inspirational Talk: The Science and Magic of Message Discipline - Secrets from a Spin Doctor

Trainer: [Nick Clelland \(South Africa\)](#), Author of '[Spin: The Art of Managing the Media](#)', CEO of Resolve Communications, Trainer at FNF's International Academy for Leadership in Germany; Director of political communications operations on three continents, Former MP for the Democratic Alliance Party, South Africa

Lead Facilitator: [Sven Gerst](#)

**15:00 - 17:00 CEST**

**This session is also open to LCN alumni and all ELF member organizations.**

## 6 June, Thursday

Consultations & Graduation

Speaker: [Tamás Toplak](#), Head of Communications, European Liberal Forum (TBC)

Speaker: [Martin Kothee](#), Regional Director for East and Southeast Europe, Friedrich Naumann Foundation for Freedom (TBC)

Speaker: [LYMEC](#) (TBC)

Lead Facilitator: [Sven Gerst](#)

Co-Facilitator: [Boryana Atanassova](#)

In cooperation with:



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East and Southeast Europe

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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.