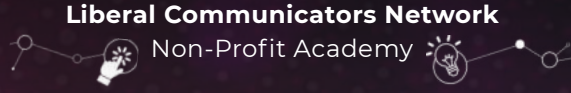




**FRIEDRICH NAUMANN
FOUNDATION** For Freedom.
Europe



Liberal Communicators Network
Non-Profit Academy



for democracy

The TikTok-ization of Everything

Becoming a Video First Organisation

Special Edition of
Liberal Communicators Network
& Up! for democracy

8-12 July 2026
Istanbul, Türkiye



Short-form video has become the dominant language of the internet. Platforms like TikTok, Instagram Reels, and YouTube Shorts shape how people see politics, news, and public debate. What was once (almost exclusively) associated with Gen-Z dance videos has evolved into a central arena of cultural and political communication. Short videos set the tone of our society. TikTok is therefore not just a passing trend. Instead, we observe a broader *TikToki-zation* of media. Content no longer spreads primarily through followers or social networks, but through algorithmic selection. And this shift changes everything. Well, at least what is seen and what isn't.

Yet many of our organizations still hesitate to go *Video First*. They assume their serious ideas cannot be translated into short clips—and often feel uncomfortable in front of the camera. They retreat to the known field of public policy papers. However, avoiding this format means leaving a central communication space to others.

This workshop helps you move toward becoming a *Video First* organization. In the first step, we will lay out the strategic case behind the broader *TikTok-ization* of everything, so that you are equipped with the right arguments to convince the sceptics back at the office. Then we move into practice. We developed a curriculum that focuses on doing. You will experiment with standing in front of the camera, test different hooks, and learn how the ideation process for potentially viral content actually works—in a way you can replicate at home.

In addition, we will walk through the practical side of production. Through live demos and hands-on guidance, you will see how basic shooting and editing tricks work directly on a smartphone. No complex setup or agency required. The goal is simple: by the end of the bootcamp, you should have experienced the full process of producing short-form video yourself.

As part of the Friedrich Naumann Foundation for Freedom's UP! for democracy campaign, we will not merely stick to technicalities, but also explore the big-picture strategies and what is at stake if liberals do not become video-first. Defending democracy means using the tools of our time. Democracy is not an abstract concept. It is something you could act on every day.

Lead trainer is Sven Gerst, a liberal thought leader, political philosopher, and international facilitator, including of LCN.

The Academy is organised by the Friedrich Naumann Foundation for Freedom Europe (FNF Europe). This is a special edition of the Liberal Communicators Network (LCN). All successful graduates will become members of LCN - the flagship pan-European professional community of liberal marketeers.



Target Audience

- ✔ Professionals with experience in strategic communication, such as managing social media for political parties, politicians, NGOs, think tanks, or other civil society organizations.
- ✔ Liberal politicians and decision-makers who want to build and manage their own social media presence.
- ✔ No prior videography background required—basic familiarity with content creation is helpful but not essential.
- ✔ Individuals working or volunteering for liberal organizations in Europe, including partners of the Friedrich Naumann Foundation for Freedom.
- ✔ Those working fully or partly in communications, with a strong interest in video storytelling.
- ✔ No expensive equipment needed—just a smartphone, a clear message, and a willingness to experiment.
- ✔ Alumni of Liberal Communicators Network programs (LCN Non-profit Academy, LCN Youth, LCN Masterclass, Tell Me Your Story) will receive special consideration, though the program is open to others as well.

[APPLY here by 20 April, Monday, Midnight](#)

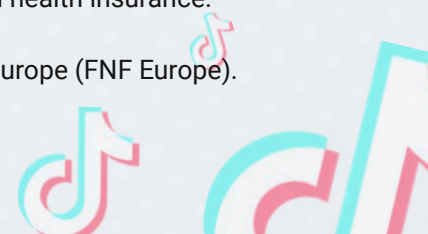
Please be aware that due to the limited amount of spots, we cannot accept all applications. Since selection will be competitive, **please make sure you stand out**, describe well your motivation, relevant experience, how the knowledge could be useful for you/your team/organization/liberal sector to become video first and how your profile is beneficial to other participants.

The selection results will be announced **by 1 May over email**. Please be aware that all selected participants will be invited to confirm as soon as possible. If there are rejections, participants from the waiting list will be invited.

FNF will provide travel, 4-night accommodation and food, but cannot offer travel health insurance.

The Academy is organised by the Friedrich Naumann Foundation for Freedom Europe (FNF Europe).

We look forward to your applications! Good luck!



Lead Facilitator **Sven Gerst**

Political Philosopher, International Facilitator

Sven Gerst is an experienced facilitator with rich experience from the International Academy of Leadership (IAF) of the Friedrich Naumann Foundation for Freedom. He is a 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. 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.



#up4democracy #fnfeurope
#liberalcommunicatorsnetwork

