



The European Anti-Poverty Network (EAPN) welcomes you on its website

www.eapn.eu

You will find there all the information related to EAPN, its members, activities, publications and events.

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EAPN
CAPACITY BUILDING WORKSHOP
STRENGTHENING OUR CAMPAIGNING
SKILLS

27 September 2018

Vienna

Haus der Barmherzigen Schwestern
Stumpergasse 13 (Eingang), 1060 Wien

www.bhswien.at

EAPN staff members responsible for the training:
Elke Vandermeerschen, *EAPN Communications Officer* &
Magda Tancau, *EAPN Development and Participation Officer*

PROGRAMME

Training-specific objectives

- To build common understanding among participants on the European Parliament (EP) elections and EAPN's campaign around the elections;
- To consolidate participants knowledge on campaigning in general;
- To enable participants to gain skills, awareness and confidence to campaign on the upcoming EP elections;
- To support participants to develop specific campaign actions that they will implement their own countries;

Wednesday, 26 September 2018

Arrival of participants

Participants make their own arrangements for dinner

Thursday, 27 September 2018

9:00 – 10:40 Introductory session

- Welcome of participants
- Getting to know each other
- Presentation of training programme and its objectives
- EAPN's campaigning work
- European Parliament election. How does it work?

10:40 – 11:00 Coffee Break

11:00 – 13:00 Building a visible and energetic campaign

- EAPN's EP elections campaign:
 - Objectives
 - Guiding principles
 - Timeline
 - 'Fixed' actions
- Building a visible campaign, how can we make our campaign and campaign actions stand out?
- Learning from examples of actions and methods used in other campaigns

13:00 – 14:00 Lunch at the training venue

14:00 – 15.30 Developing actions for our campaign

- Group work on specific actions

15:30 – 16:00 Coffee Break

16.00 – 17.00 Developing campaign messages

- Looking at different EAPN (political) documents
- Identifying priorities and developing messages

17.00 – 17.30 Evaluation