

2018 PES Campaign Camp

Lisbon. Draft agenda

6th December 2018

Venue: ISCTE University of Lisbon

Address: Avenida Professor Aníbal Bettencourt, Building 2 Northern entrance

(9.30h – 10.00h) Welcome coffee and registration

(10.00h – 10.30h) **Welcome and Opening**

- **Marije Laffeber**, PES Deputy Secretary General
- **Ana Catarina Mendes**, PS Deputy Leader

(10.30h – 11.45h) **I Panel: Getting out our voters!**

The winner of the European elections usually is the sofa. Turn-out is often low, and progressive voters especially tend to not go to the polling stations. However, the 2019 European elections will be historic. In order to change Europe, we need progressive policies. In order to turn around nationalism, we need Europeans to stand shoulder to shoulder. In order to make Europe more fair, free and sustainable, we need people to support our parties, go to the polling stations in May and cast their vote. It's all about turnout and getting out our voters! We need to find them, have a conversation with about the subjects that really matter. But how does this work? And what are successful strategies?

Moderator: **Kirsi Heikel**, Journalist, Finland

Speakers:

- **Beatriz Corredor**, former Minister of Housing PSOE Spain and Chairwoman of Pablo Iglesias Foundation
- **Andrea Brunner**, Deputy Secretary General SPÖ Austria
- **José Duarte Cordeiro**, President of the PS Federation of the Urban Area of Lisbon
- **Victor Negrescu**, President of PES activists Romania



(12.00h – 13.15h) **II Panel: Strategies towards 2019: engage with millennials and invest in diversity so we will win**

Millennials aged 18 to 35 make up roughly a quarter of Europe's entire population and are often more likely to vote for progressive parties. We know through the work of political researchers that if progressive parties want to win, they will have to invest in diversity. The FEPS Millennial studies show the subjects Millennials are really interested in. But how can we use this information to engage with them? What are successful strategies to invest in diversity during the campaign to mobilize and win the next elections?

Moderator: **Matt Browne**, Senior Fellow at Centre for American Progress

Speakers:

- **Maria João Rodrigues**, Vice-President of the S&D Group and President of FEPS – European Foundation of Progressive Studies
- **Javier Moreno**, Secretary General of the S&D Group in the EP
- **Tuulia Pitkänen**, Secretary General of Young European Socialists
- **Clare Keyes-Liley**, Campaign Director of the Victorian branch of Australian Labor Party

(13.15h – 14.15h) *lunch break*

(14.15h – 15.45h) **III Panel: Fighting fake news and hate speech for the sake of Democracy**

Fake news has a political impact: We first saw this in the Brexit referendum in the UK, closely followed by the US elections, and its impact across Europe is increasing. Freedom of true information as a democratic right has to be preserved from pressures or interferences by external actors. The danger that fake news poses to democracy and stability is increasingly apparent around the world, and we have to react. How should progressives tackle the disinformation that manipulates citizens and seeks to undermine their trust in democratic systems? Also, how can progressives around the world build up their campaigns to stop populist movements ahead of upcoming elections?

Moderator **Marije Laffeber**, PES Deputy Secretary General

- **Virginia Ramos**, Alexandria Ocasio-Cortez's Campaign Manager, Democratic Party, US
- **Kirsi Heikel**, Journalist, News and Current Affairs YLE A-Studio Finland
- **Greg Polad**, Director General of the Association of Commercial Television in Europe
- **Iain McNicol**, former Secretary General UK Labour and member of the House of Lords



(15.45h – 16.00h) *Coffee Break*

(16.00h – 17.30h)

Workshops

On digital strategies

- **Jessica Shearer**, Digital and Campaigns Strategist, US

Defying populism

- **Paul Richards**, Political Communication expert and Campaigner, UK

(17.30h – 18.00h) **Closing Panel: Towards the 2019 EP elections**

- **Achim Post**, Secretary General PES

