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PES Election Congress, Madrid 22-23 February 2019

PES
SOCIALISTS &
DEMOCRATS

PES Campaign Academy

Madrid. Draft agenda

21 February 2019

Venue: *El Rancho Madrid - Asador Argentino*

Address: Paseo de los Melancólicos, 77, 28005 Madrid

(19.00h – 20.00) **Welcome and Opening**

PES' grassroots mobilisation campaign key priorities

Marije Laffeber, PES Deputy Secretary General

(20.00h – 22.00h) **Dinner for participants PES Campaign Academy**

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Party of European Socialists
10-12 Rue Guimard
B-1040 Brussels
Belgium



2019 PES Campaign Camp

Madrid. Draft agenda

22 February 2019

Venue: Museo Nacional Centro de Arte Reina Sofía (Auditorium room)

Address: Calle de Santa Isabel 52, Madrid

(10.00h – 10.15h) Welcome and Opening

- **Marije Laffeber**, PES Deputy Secretary General
- **Iratxe García Pérez**, PES 1st Vice-President and PSOE Executive Secretary for the EU

(10.15 – 10.30) PSOE's new campaigning tools for a massive mobilization

- **Francisco Salazar**, Executive Secretary for Election Action of PSOE

(10.30h – 10.45h) Presentation of core campaign messages from target groups

The objective of this session would be to engage participants in a discussion with representatives from target groups on their key campaign topics for the 2019 EP elections.

Moderator: **Enric Jurado**, PES Campaign Academy representative

- **Zita Gurmai**, President of PES Women
- **João Albuquerque**, President of Young European Socialists (YES)
- **Ian Thomas**, Associated Board Member of Rainbow Rose
- **Jos Bertrand**, President of the European Senior Organisation (ESO)

(10.45h – 11.35h) I Panel: Digital strategy management to spread our message

How to effectively target a message to the right person has always been one of the key factors of success for any campaign. New technological developments offer new ways to reach the electorate beyond the traditional canvassing. However, the use of this technology also requires from the campaigner to master different formats of messaging as well as to understand unconventional channels of communication. The objective of this panel is to have an interactive



session where participants can learn about the basics of content writing, alternative channels of communication, targeting and experience how to make a content viral on the spot.

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

Speakers:

- **Leo Sussan**, Director of Digital Strategy for Alexandria Ocasio-Cortez's campaign
- **Chloe Green**, UK Labour Social Media and Web Content Manager

(11.50h – 12.50h) II Panel: Mobilizing for diversity: strategies to (re)engage and getting out the vote to win

Progressives around the globe are faced with similar electoral challenges. A rise of right-wing populism, a growing gap between professional politicians and voters. How to turn this around? One of the answers is to mobilize for diversity. To engage with women, with youth, with people of different ethnical backgrounds, with LGBTI people. As progressive parties for their success depend on the support of these groups to win elections. Which topics do we need to address, what shall definitely be on the agenda and which mobilization strategies do we need to use to increase our chances to win elections as progressives? The aim of this panel is to provide participants an inspiring insight, confidence and hope for the future of progressive politics.

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

Speakers:

- **Jessica Post**, Executive Director of the Democratic Legislative Campaign Committee
- **Andreas Schieder**, Top list candidate SPÖ Austria
- **Mũthoni Wambu Kraal**, Vice President of National Outreach and Training at EMILY's List

(12.50h – 13.00h) Closing Panel: Towards the 2019 EP elections

- **Frans Timmermans**, 2019 PES designated Common Candidate



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