



TRAINING FOR YOUNG PRO-EUROPEAN CANDIDATES!

How to make Europe relevant in a day-to-day campaign?
There is a gain in 'selling Europe'.

March 5 & 6

EU40 – the network of young Members of the European Parliament - is hosting a **campaign & advocacy training on March 5 and 6 inside the European Parliament**, aiming at young candidates (under 40), who are running in the European elections and are likely to be elected into the EP in May 2019. It is our goal to help raise the profiles of young politicians and those running, while providing them with helpful tools to navigate the political landscape in Brussels and strengthen their campaign back home, also by raising their European profile and strengthening their European network.

The political aim is to strengthen pro-European candidates against the looming threat of populists on the fringes, who are promising to destroy the EU from inside the European Parliament. We are solely inviting candidates spanning from the Greens to the EPP family and pro-European independents, such as Volt and LREM.

Programme

Tuesday, March 5 @ the European Parliament in Brussels

- 12:30 Welcome lunch & speech by **Adam Mouchtar**, co-founder and Managing Director of EU40 and **Benedict Pöttering**, Head of EU Affairs at DocMorris
The lunch will be joined by current Members of EU40 (MEPs)
- 14:00 **Sara Joffre**, Responsible for Partnerships within the 'This Time I'm Voting' campaign, on how the European Parliament is mobilising citizens to drive voter participation – especially in Young people
- *Coffee break and networking session* ----
- 16:00 **Dan Sobovitz**, speechwriter and social media evangelist for EU Commission Vice-President Maroš Šefčovič on how to successfully reach large crowds with political messages with the help of social media
- *Coffee break and networking session* ----





- 18:00 **Jeff Silvester**, Chief Operating Officer of AggregateIQ on targeted online political campaigning
- Shuttle bus to diner ----
- 20:30 Dinner, encounter and an introduction into Public Affairs in the 'Brussels Bubble' by **Andras Baneth**, Managing Director of the Public Affairs Council's Brussels office.
The dinner will be joined by current Members of EU40 (MEPs)

Wednesday, March 6 @ the European Parliament in Brussels

- 09:00 Breakfast with **Cyril Chadé**, founder of Polydea, on how to run a national election campaign
- 11:00 **Christian Kremer**, Deputy Secretary General of the EPP and former member of the Jean Claude Juncker's Campaign team 2014, reports from 'the trenches'.
- 12:30 Lunch with **Florian Eder** from Politico's Playbook on how to get a mention in the 'Brussels Bubble' most influential newspaper. The lunch will be joined by current Members of EU40 (MEPs).
- 15:00 Closing remarks by **Alexander Stubb**, Vice-President of the European Investment Bank, former PM of Finland and member of EU40, on how to run a successful political campaign as a young candidate

Throughout the training, we will be connecting single candidates to interested journalists for interviews, debates the European Parliament Vox Box, etc.