

## TRAINING FOR YOUNG PRO-EUROPEAN CANDIDATES!

March 5 & 6

EU40 is hosting a **campaign & advocacy training on March 5 and 6 at the European Parliament**, aiming at young candidates who are running at the European elections. 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. 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.

### Programme

#### Tuesday, March 5

12:00 Welcome lunch & speech by **Adam Mouchtar**, co-founder and Managing  
14:00 Director of EU40 and **Benedict Pöttering**, Head of EU Affairs at DocMorris  
*Stanhope, Rue du Commerce 9, 1000 Brussels*

--- Transfer to European Parliament & security check ---

14:30 **Sara Joffre**, Responsible for Partnerships within the 'This Time I'm Voting'  
15:30 campaign, and **Petros Fassoulas**, Secretary General at European Movement  
International, on how the European Parliament is mobilising citizens to drive  
voter and the Democracy Alive campaign.  
*European Parliament, room ASP5G375*

---- Coffee break and networking session ----

16:00 **Dan Sobovitz**, speechwriter and social media evangelist for EU Commission  
17:30 Vice-President Maroš Šefčovič on how to successfully reach large crowds  
with political messages with the help of social media.  
*European Parliament, room ASP5G375*

---- Transfer to the room ASP5G1 ----

18:00 **Quang-Minh Lepescheux**, Director EU Government Affairs & **Jessica Zucker**,  
19:00 Cyber Security Strategist at Microsoft on cybersecurity best practices for  
political parties & candidates on the unique cyber-enabled threats  
campaigns face today in politics and how to mitigate them.  
*European Parliament, room ASP5G1*



---- Shuttle bus to diner at 19:15h ----

19:30 Dinner, encounter and an introduction to Public Affairs in the 'Brussels  
23:00 Bubble' by **Andras Baneth**, Managing Director of the Public Affairs Council's  
European office.  
*Musical Instruments Museum, Rue Montagne de la Cour 2, 1000 Brussels*

### Wednesday, March 6

08:30 --- Meeting in front the European Parliament ASP entrance, security check ---

09:00 Breakfast with **Cyril Chadé**, founder of Polydea, on how to run a national  
10:30 election campaign.  
*European Parliament, room ASP7F387*

--- Transfer to EPP Headquarters ---

11:00 **Christian Kremer**, Deputy Secretary General of the EPP and former member  
12:00 of the Jean Claude Juncker's Campaign team 2014, reports from 'the  
trenches'.  
*EPP Headquarters, Rue du Commerce 10, 1000 Bruxelles*

12:30 Lunch with **Maia de La Baume**, reporter from Politico covering the European  
Parliament, on how to get a mention in the 'Brussels Bubble' most  
influential newspaper.  
*Poivre & Sel, Rue du Parnasse 2, 1050 Ixelles, Brussels*

---- Transfer to the European Parliament and security check ---

15:00 Closing remarks by **Alexander Stubb**, Vice-President of the European  
15:30 Investment Bank, former PM of Finland and member of EU40, on how to  
run a successful political campaign as a young candidate.  
*European Parliament, room A1E-3*

--- Group Photo with A. Stubb and Transfer to EU40 Premises ---

16:00 Expert insights by **David Timis**, Google's EU Civics Outreach Fellow, on how  
17:00 to protect your campaign online, set up and manage your YouTube channel  
and leverage useful, free digital tools such as Google Trends, used to better  
understand and target your key audiences.  
*EU40 premises, Rue d'Arlon 40, 1040 Brussels*

