

EPP CAMPAIGN MANAGERS MEETING
27th and 28th of October 2014, Riga

DRAFT PROGRAMME

Monday, 27th October 2014

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| before 12:30 | Arrival and check-in of the participants |
| 12:30 – 14:00 | Lunch at the Hotel Astor Restaurant
Address: Z.A. Meierovica Blvd. 10 |
| 14:00 – 18:30 | Campaign Managers Meeting at Astor Riga Hotel, Conference room: 'Academy' |
| 14:00 – 14:20 | Welcome addresses by Joseph Daul , EPP President, and Artis Kampars , Secretary General of Vienotiba |
| 14:20 – 15:00 | Presentations by Christian Kremer and Luc Vandeputte , Deputy Secretary Generals of the EPP, and Roland Freudenstein , Deputy Director Martens Center, on the European Parliament elections 2014 |
| 15:00 – 15:20 | Presentation by Gareth Ham , Senior Researcher at Brandwatch, on "Did the Spitzenkandidat process allow for one online election campaign?" |
| 15:20 – 16:10 | Discussion |
| 16:10 – 16:20 | Coffee Break |
| 16:20 – 17:00 | Presentation by member parties of their election campaigns for the EP elections 2014 |
| 17:00 – 17:20 | Presentation by Konstantinos Kyranakis , President of YEPP, on the youth campaign |
| 17:20 – 17:40 | Presentation by Pascale Joannin , Director of the Schuman Foundation, on "The gain that women bring to politics" |
| 17:40 – 18:30 | Outlook and proposals for the near future, internal communications and closer cooperation with the EPP member parties, Luc Vandeputte , Deputy Secretary General of the EPP |
| 18:30 – 18:45 | Closing remarks by Antonio Lopez-Isturiz White , EPP Secretary General |
| 19:30 | Vienotiba Chairwoman Solvita Aboltina invites for a Dinner at "3 pavāru restorāns" (3 chefs - What's Good Will Grow)
Address: Torņa iela 3 (II B), Rīga |

Tuesday, 28th of October 2014

- 09:30 – 13:00 Campaign Managers Meeting (*continued*) at Astor Riga Hotel,
Conference room: 'Academy'
- 09:30 – 10:30 Presentation by **Philipp Maderthaner**, Campaigning Bureau, on
"The age of grassroots politics: Trends in Campaigning & Data
based mobilization" (case study of the campaign of Sebastian Kurz
and others)
- 10:30 – 10:45 Coffee Break
- 10:45 – 12:30 Presentation of **recent and upcoming national election
campaigns**
Previous: CD&V, KD Sweden, Vienotiba, FIDESZ, GERB
Outlook: PSD, PO, KOK
- 12:30 – 13:00 Conclusion of the meeting
- 13:00 – 14:30 Lunch at BBars, Doma laukums 2
- 14:30 Departure of the participants