

Liberal Communicators' Network 2022

Academy – Workshop

LCN 2022 – youth edition

Helsinki, Finland

Friday, 10 June - Sunday, 12 June 2022

About the event

The Liberal Communicators Network is a programme aiming to bring together young liberals working with communications in a member organisation of LYMEC or ELF. In order to strengthen these liberal organisations, the participants will receive professional training, learn from each other by exchanging best practices, and create a network for future cooperation and peer support.

The Liberal Communicators Network is organised by the European Liberal Forum (ELF) with the support of LYMEC (European Liberal Youth). We would like to support young liberal communicators in developing their skills, capabilities and network. Ensure that despite limited access to skills, human and financial resources or sufficient training - they get the chance to improve themselves and their organisations.

Programme

The times are in local time – Helsinki time.

Day 1 - Friday 10 June 2022

Venue: Svenska Bildningsförbundet (SBF) HQ, Yrjönkatu 27, 00100 Helsinki, Finland

17:00 ELF welcome

Elina Baltatzi, Communications Manager, European Liberal Forum

17:10 Introductions and Icebreakers

Moderator: **Ida-Maria Skytte**, LYMEC Bureau

17:30 Discussion on Communication and young people in politics

Ted Urho, Executive Manager of Agenda at Svenska Bildningsförbundet

Elina Baltatzi, Communications Manager, European Liberal Forum

Julia Ståhle, Svensk Ungdom President

Moderator: **Ida-Maria Skytte**, LYMEC Bureau

18:30 How to communicate with limited means

Sofia Jern, Editor at the Swedish People's Party of Finland

19:30 Conclusions of the first day and introduction to the second day

Ida-Maria Skytte, LYMEC Bureau

20:00 Dinner

Svenska Bildningsförbundet (SBF) HQ, Yrjönkatu 27, 00100 Helsinki, Finland

Day 2- Saturday 11 June 2022

Svenska Bildningsförbundet (SBF) HQ, Yrjönkatu 27, 00100 Helsinki, Finland

08:45 COVID testing

09:00 Best practice sharing session

Moderator: **Ida-Maria Skytte**, LYMEC Bureau

09:45 Deep-diving into Social Media Channels - Instagram

Kieran Chandler, Senior Communications consultant at Logos

11:00 Coffee break

11:15 Deep-diving into Social Media Channels – Facebook and Twitter

Elina Baltatzi, Communications Manager, European Liberal Forum

13:00 Lunch break

14:30 Deep-diving into Social Media Channels – TikTok

Kieran Chandler, Senior Communications consultant at Logos

16:15 Coffee break

16:30 The Young Liberal Communicators Network

Moderator: **Ida-Maria Skytte**, LYMEC Bureau

17:00 Launch of Umbrella Programme Challenge

Moderator: **Chiara Liguori**, LYMEC Project Assistant

18:30 Concluding Remarks

Ida-Maria Skytte, LYMEC Bureau

20:00 Dinner

Manala Restaurant, Dagmarinkatu 2, 00100 Helsinki, Finland

End of the event

Day 3- Sunday 12 June 2022

Travel back home

In cooperation with:



An event organised by the European Liberal Forum (ELF). Co-funded by the European Parliament. The views expressed herein are those of the speaker(s) alone. These views do not necessarily reflect those of the European Parliament and/or the European Liberal Forum.