



Programme

Global Health Summer Campaign Skills Lab

Berlin, 23rd – 25th September, 2013

Alte Feuerwache, Axel-Springer-Str. 40–41, 10969 Berlin

Monday, 23rd September, 2013

9:00 – 9:45 am: Lecture

Introduction

Prof. Dr. Barbara Mintzes
(University of British Columbia)

9:45 – 10:30 am: Lecture

Best Practice Examples

Prof. Signe Mezinska (Health Projects for Latvia), Martin Hinrichs (ICAN), Lisa Jaspers (ex. OXFAM Germany) and Rosa Jahn (UAEM Europe)

COFFEE BREAK

11:00 – 12:15 am: Workshop

Group Building and Introduction to Group Work

Prof. Dr. Barbara Mintzes (University of British Columbia)

LUNCH BREAK

1:15 – 2:00 pm: Lecture

Introduction to Campaigning Theory

Jutta Sundermann (attac Germany)

2:00 – 3:00 pm

Mapping Actors in Designing a Lobby Strategy

Katrina Perehudoff (HAI)
Ancel-la Santos (HAI)

COFFEE BREAK

3:15 – 5:00 pm: Group Work

Delivering a Campaign

Focus: How to Start?

BREAK

7:30 – 10:00 pm

Film Screening and Discussion

Tuesday, 24th September, 2013

9:00 – 09:45 am: Lecture

The Role of New Media: How Twitter, Facebook and Co Influence Campaigning

Anne Wizorek, freie Beraterin für digitale Strategien & Online-Kommunikation

9:45 – 10:30 am: Workshop

Introduction to Digital Tools & Social Media for Campaigning

Anne Wizorek, freie Beraterin für digitale Strategien & Online-Kommunikation

COFFEE BREAK

10:45 – 12:15 pm: Lecture & Workshop

Open Data and Visualisation

Claudia Schwegmann (OpenAid)

LUNCH BREAK

1:15 – 2:00 pm: Lecture & Workshop

Delivering an Elevator Epeech

Prof. Adriane Fugh-Berman (PharmedOut)

2:00 – 3:00 pm

Working with the Media

Prof. Adriane Fugh-Berman (PharmedOut)

COFFEE BREAK

3:15 – 5:00 pm

Group Work

Delivering a Campaign

Focus: New Media

Wednesday, 25th September, 2013

9:00 – 10:10 am: Lecture & Workshop

Critical Appraisal & Analysis of Covert Messages

Workshop: Interpretation of Advertisements

Prof. Dr. Barbara Mintzes
(University of British Columbia)
Dr. Staffan Svensson (HAI)

10:10 – 10:30 pm: Lecture

Evaluation of Activism

Xanthe Hall (IPPNW)

COFFEE BREAK

10:45 – 12:15 pm: Group Work

Delivering a Campaign

Focus: Preparation of the Presentations

LUNCH BREAK

1:15 – 2:45 pm: Group work

Presentations and Feedback (90 min)

COFFEE BREAK

3:00 – 3:45 pm

Evaluation of the Global Health Summer

3:45 – 5:00 pm

What's next?

