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?