MAKING YOUR VOICE HEARD
FOUNDATIONS OF ADVOCACY IN ADULT LEARNING AND EDUCATION

PROGRAMME

FIRST STEPS TO CREATE AN ADVOCACY PLAN
Tuesday, 13/10, 11:00 am CEST

What is advocacy? How can you get started on an advocacy plan? EAEA’s Secretary-General Gina Ebner and Head of Policy Raffaela Kihrer will walk you through the steps to good advocacy.

MAPPING AND ENGAGING STAKEHOLDERS
Tuesday, 20/10, 11:00 am CEST

How can you map who to target in your advocacy, and how can you get their attention? Alen Maletić, Global Network Coordinator for the Bridge47 project will share his advice on how to build lasting relationships with policymakers.
HOW TO DESIGN A SUCCESSFUL ADVOCACY CAMPAIGN
Tuesday, 27/10, 11:00 am CET

How can you plan and carry out an impactful advocacy campaign? In this session, Ilona Kish, Director of Public Libraries 2030, will share with you her long-standing expertise in campaigning.

HOW (NOT) TO TALK TO POLICYMAKERS
Tuesday, 03/11, 11:00 am CET

You finally meet the person you’ve been trying to reach for months. How can you keep their interest? This is a chance to ask former State Secretary at the Swedish Ministry of Education and Research Amelie von Zweibergk, who will help you practice making an elevator pitch.

INCLUDING LEARNERS' VOICE IN ADVOCACY
Tuesday, 10/11, 11:00 am CET

What can you do to make sure that your advocacy and policy work is well informed by learners’ experiences? Our colleagues from AONTAS: Leah Dowdall, Head of Research and Kalianne Farren, Project Officer will discuss with you how they established the National Learner Forum in Ireland, and the lessons they’ve learnt in the process.