

# MAKING YOUR VOICE HEARD

## FOUNDATIONS OF ADVOCACY IN ADULT LEARNING AND EDUCATION

### PROGRAMME

EUROPEAN ASSOCIATION FOR  
THE EDUCATION OF ADULTS

#### FIRST STEPS TO CREATE AN ADVOCACY PLAN

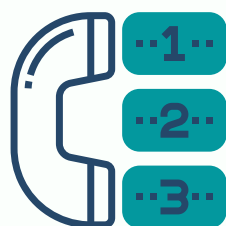
Tuesday, 13/10, 11:00 am CEST



What is advocacy? How can you get started on an advocacy plan? EAEA's Secretary-General **Gina Ebner** and Head of Policy **Raffaella 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 Kallianne 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.

