

Liberal Communicators Network (LCN): Non-Profit Academy

LCN Academy: CALL FOR APPLICATION

Liberal Communicators Network (LCN):Non-Profit Academy

Make a Good Message Better

Online

11 Sessions: 2 May 2023 – 15 June 2023



European Liberal Forum
ACADEMY

F FRIEDRICH NAUMANN
FOUNDATION For Freedom,
East and Southeast Europe

projekt: polska®

EUROPEAN LIBERAL FORUM
LYMEE

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Liberal Communicators Network:
Non-Profit Academy

Online

#ELFevent

About the Academy

The LCN-Non-Profit Academy will empower liberal communicators to adapt cutting-edge communication strategies, innovation, and marketing trends for the specific context of the mission-driven sector. By innovating non-profit communications, liberals will be better equipped

to win the hearts and minds, influence shifts in values and behaviour, and achieve societal change for a forward-looking Europe.

LCN strives to develop a professional community of non-profit communicators from civil society organizations, foundations, think tanks, change-makers, working on liberal topics. Join the Academy to become a member of this European network of marketing professionals. and facilitated networking and group work

The Academy 'Make a Good Message Better' offers online 11 sessions (2 May- 15 June). The 2 high-profile webinars and 5 specialized hands-on workshops with thought leaders, best-selling authors, world-class trainers will inspire, enable and bring everybody on the 'same page' with the latest trends. Topics span across non-profit brand management, strategy, communications, digital and content marketing, creativity, behavioural science and more.

The Academy is organised by the European Liberal Forum (ELF) with the support of Friedrich Naumann Foundation for Freedom for East and Southeast Europe (FNF). Our partners are European Liberal Youth (LYMEC) and Projekt: Polska. The Academy is part of an umbrella programme – the Liberal Communicators Network (LCN), between ELF Secretariat, LYMEC and FNF East and Southeast Europe.

Programme

Schedule is in CEST (UTC+2) Brussels time

Lead Facilitator: Sven Gerst, PhD Student in Political Economy at King's College London; Former Secretary General of IFLRY

Tuesday, 2 May

17:00 Meet & Greet

Speaker: [Tamás Toplak](#), Head of Communications, European Liberal Forum (TBC)

Speaker: [Dr. Milosz Hodun](#), European Liberal Forum; Project Polska (TBC)

Speaker: [Dan-Aria Sucuri](#), President, LYMEC (TBC)

Speaker: [Martin Kothee](#), Regional Director for East and Southeast Europe, Friedrich Naumann Foundation for Freedom (TBC)

Speaker: [Boryana Atanassova](#), LCN Project Leader and Co-facilitator; Regional Communications Officer, FNF East and Southeast Europe

Lead Facilitator: [Sven Gerst](#)

18:30 End of Session

Thursday, 4 May

17:00 Mapping Where Do You Stand? Assessing: Strategic Communication

Lead Facilitator: [Sven Gerst](#)

18:30 End of Session

Tuesday, 9 May

17:00 Workshop Part 1: The Missing Magic in Your Communications Strategy: Choosing the Right Objectives

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Thursday, 11 May

17:00 Workshop Part 2: Comms Planning and Workflow Tools That Make Life Easier

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Monday, 15 May

17:00 Workshop Part 3: Content Marketing Secrets for Successful Non-profits, TBC

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Wednesday, 17 May

17:00 Workshop Part 4: Diversifying Your Writing Styles to Reach the Right People

Trainer: [Kivi Leroux Miller](#) (USA), Founder and CEO of [Nonprofit Marketing Guide](#). Author "[Content Marketing for Nonprofits](#)"

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

1 Session in either week 22- 25 May or 29 May – 1 June (TBC)

17:00 'Marketing is Alchemy' Inspirational Talk (TBC)

Speaker: [Rory Sutherland](#) (UK), Vice Chairman, [Ogilvy, UK](#); [TED Global Speaker](#); Best-Selling Author "[Alchemy](#)"

Lead Facilitator: [Sven Gerst](#)

18:30 End of Session

1 Session in either week 22- 25 May or 29 May – 1 June (TBC)

17:00 Inspirational Talk with Thought Leader (TBC)

Lead Facilitator: [Sven Gerst](#)

18:30 End of Session

Tuesday, 6 June

17:00 Workshop Part 1: 'Establishing your Nonprofit's Brand Personality'

Trainer: [Farra Trompeter](#) (USA), Co-Director, Member-Owner, [Big Duck](#)

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Thursday, 8 June

17:00 Workshop Part 2: 'Brand Refinement'

Trainer: [Farra Trompeter](#) (USA), Co-Director, Member-Owner, [Big Duck](#)

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

Thursday, 15 June

17:00 Consultations & GRADUATION

Speaker: [Boryana Atanassova](#), LCN Project Leader and Co-facilitator; Senior Regional Communications Manager for East and Southeast Europe, Friedrich Naumann Foundation for Freedom

Lead Facilitator: [Sven Gerst](#)

19:00 End of Session

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Trainer

Kivi Leroux Miller

CEO of Nonprofit Marketing Guide, Trainer, Award-winning author of *Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money*

Kivi Leroux Miller is the founder and CEO of Nonprofit Marketing Guide, where she helps nonprofit communications professionals learn their jobs, love their work, and lead their teams through a variety of training and coaching programs. She has personally mentored hundreds of nonprofit communications directors and communications teams as a certified executive coach.



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Trainer

Farra Trompeter

Big Duck, USA

Farra is Co-Director and Member-Owner at Big Duck, a worker-owned cooperative that helps nonprofits use communications to advance their missions. As Big Duck's Co-Director, Farra ensures that Big Duck is a healthy, thriving company—that we're creating a great work environment, are financially stable, producing work that successfully meets or exceeds client's needs, and that diversity, inclusion, equity, and anti-racism are centered in all we do. She directs the firm's marketing and business development efforts, seeking to build relationships with nonprofits who want to use communications to achieve their mission. Farra has led dozens of organizations through major brand overhauls, fundraising campaigns, and much more since joining Big Duck in 2007. She's a frequent speaker around the country, training nonprofit staff and board members on branding, communications planning, and engaging donors at all giving levels.

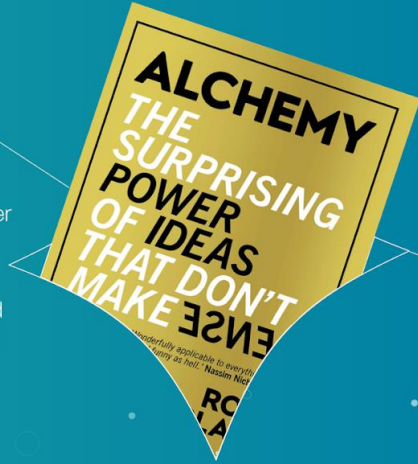
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Guest Speaker **Rory Sutherland**

Vice Chairman at Ogilvy UK, Advertising Guru, TED Global Speaker, Best-Selling Author of 'Alchemy: The Surprising Power Of Ideas That Don't Make Sense'.

Rory Sutherland is the Vice Chairman of Ogilvy UK. He leads a behavioural science practice to uncover the hidden business and social possibilities, which emerge when you apply creative minds to the latest thinking in psychology and behavioural science.



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Lead Facilitator **Sven Gerst**

PhD, Student in Political Economy at King's College London
Former Secretary General of IFLRY

Sven Gerst is the former Secretary General of the International Federation of Liberal Youth. During his work in international politics, Sven has worked with more than 50 political parties, NGOs, and think tanks from all over the world on strategic communication and capacity building. Outside his work in politics, Sven is a PhD Student in Political Philosophy at the Department of Political Economy at King's College London—where his research mainly focuses on matters of political philosophy and applied ethics. He holds a M.Sc. in Philosophy from the London School of Economics and Political Science as well as a M.Sc. in Management from the University of Mannheim. Previously, he also studied and worked at Harvard University, Duke University, St. Petersburg State University, and National Taiwan University.



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Project Leader, Co-facilitator
Boryana Atanassova

Senior Regional Communications Manager for East and Southeast Europe of the Friedrich Naumann Foundation for Freedom

Boryana is passionate about communications for nonprofits in international development context. She strives to tailor best practices from marketing in the business world to the nonprofit communication for causes, ideas, policies. Professionally before FNF, she possesses diverse work experience in international relations and nongovernmental organizations such as the United Nations Association of Bulgaria, brand management in FMCG corporations and a publishing house; and management consulting. Academically, she holds two bachelor's degrees from the American University in Bulgaria in European Studies and Business Administration, with one-year Open Society fellowship in New York University (USA). She possesses a Master's degree in Brand Management, Advertising and Innovative Marketing in cooperation with Saatchi and Saatchi advertising powerhouse and a professional qualification in Digital Marketing from Softuni University (Bulgaria).

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Speaker
Tamás Toplak

European Liberal Forum
Head of Communication

Political communication expert with a broad experience in public relations, digital communication, and campaign management. He has worked as a communication consultant in the finance and real estate industry and as the communication director of the Hungarian liberal party, Momentum Movement.

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Speaker
Milosz Hodun, PhD.

President, Projekt: Polska Foundation
European Liberal Forum

Member of the Liberal International Climate Justice Committee and member of the Steering Committee of the European Network of Political Foundations.

International Officer of Nowoczesna, Polish liberal party.

Visiting Adjunct Professor at Reykjavik University Law School, focused on comparative law and federalism.

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Speaker
Dan-Aria Sucuri

President
European Liberal Youth - LYMEC

Dan-Aria Sucuri is the President of the European Liberal Youth - LYMEC. LYMEC is a pan-European youth organisation seeking to promote liberal values throughout the EU as the youth organisation of the ALDE Party and its parliamentary group in the European Parliament (Renew Europe). Dan started his international political activity by being appointed as the International Secretary in his youth organization (LUF, Sweden). His political fields are environment, foreign and security policies. Dan-Aria is a strongly committed European who believes in a future Europe that is building bridges across the continent and are united towards the challenges ahead. Being a communicator by profession, Dan-Aria has experiences in working with both international and local organizations. His specialization relies mostly on strategic communication and campaigns.

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Speaker
Martin Kothé

Regional Director for East and Southeast Europe
Friedrich Naumann Foundation for Freedom

Martin Kothé is the Regional Director for East and Southeast Europe of Friedrich Naumann Foundation for Freedom (FNF) and the Project Director for FNF Bulgaria, North Macedonia, Greece. Martin has joined FNF in early 2020 after 10 years as a Managing Director for FTI Consulting in Berlin, a US strategic communications consultancy. From 2004 to 2010, Martin worked as spokesperson to the German President Horst Köhler during his tenure in office. Prior to that, Martin served as communications director and spokesperson of the German liberal party FDP affiliated to FNF (1999 - 2004). He started his career in journalism, learning the trade in the German Section of the BBC's World Service from 1988 - 1991. Later he became a parliamentary correspondent for the national all-news station n-tv. He holds a MA in Modern History, graduating from Berlin's Free University in 1988. Martin is married with three children.



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