

# Summer Series 2022

Friday 17th &  
Saturday 18th June 2022

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# Events

## Friday

17th June

Registration - Tea & Coffee

Campaigns 101 class

Social Event

## Saturday

18th June

Media engagement class

How campaigns develop in Fórsa

Lobbying/political engagement

Exercise begins - Campaign development

Lunch

Exercise continues - Scenario

Exercise concludes - Review/discussion

Event closes

*The annual summer series event will take place in Dublin on June 17th and 18th. This year's programme will provide several sessions covering key campaign elements.*

*Attendees will participate in a number of classes followed by an exercise where they will be given the chance to put some of those key learnings into practice.*

*This event is open to all Fórsa members. In particular, members who are involved in campaigns, or have an interest in developing campaign experience.*

*You do not need previous experience to attend this event.*





# Outline

## Campaigns 101

This class will cover the basic elements of a campaign. How campaigns develop, build momentum, and move forward. This session will outline how to draft a campaign statement and discuss identifying key stakeholders and audiences for your campaign. There should be a complimentary focus on media engagement and lobbying in this session. The session should provide an opportunity for attendees to provide their own insights. The class should look at how a group of people with a collective interest in a topic form a new campaign.

## Media engagement class

This class will focus on drafting a press release, issuing it to local stations and conducting a radio interview and follow up interview with a local newspaper. Building relationships with local journalists should also feature in this discussion.

## Campaigns in Fórsa

This session will discuss how a campaign move through the formal stages in Fórsa. How an item might become a priority campaign and who might be involved. This session will focus on the development of a specific campaign.

## Lobbying/political engagement

This session will outline the importance of political engagement in respect of campaigns. It will examine the various routes to do this and the value of each option.

## Exercise

This session will put into practice the key learning from the earlier classes. In this session participants will be expected to complete the following items.

## Learning outcomes

At the end of the session participants should understand the following:

- The key considerations in campaign development
  - Case statement
  - Key stakeholders
  - Audience engagement
  - How to utilise relationships to strengthen the campaign
- How to draft and issue a press release
  - How to conduct a radio interview for a local channel
  - How to develop relationships with local journalists
- How to lobby in a constructive fashion and the differences between working with Government and opposition representatives. Which representatives to engage.