



2025 SUMMER SERIES PROGRAMME

This document provides a brief outline of some of the sessions we expect to cover during the 2025 summer series in Athlone.

CAMPAIGN PLANNING

This session will equip union activists with the skills to design, develop, and implement strategic campaigns. It covers identifying issues, setting goals, mapping power structures, mobilising members, and evaluating outcomes to ensure campaigns are impactful and well-coordinated.

EFFECTIVE COMMUNICATION

Participants will learn about the importance of communicating clearly, persuasively, and confidently across various contexts. This includes internal union messaging, handling difficult conversations, and tailoring messages to different audiences to build trust and encourage engagement.

LOBBYING

This lecture focuses on influencing decision-makers and advocating for policy changes. Activists will explore techniques for building persuasive arguments, identifying targets, preparing briefing materials, and building relationships to strengthen lobbying efforts.

BUILDING AND MAINTAINING NETWORKS

This session emphasizes the importance of strong, sustained relationships within and beyond the union. It includes strategies for networking with allies, other unions, community groups, and stakeholders to build solidarity and increase influence.

DIGITAL MEDIA

Activists will explore how to effectively use digital tools and platforms – such as social media, websites, and email – to amplify messages, engage members, and build online communities.

ORGANISING FOR POWER

Centred on grassroots empowerment, this lecture teaches how to identify and develop new leaders, mobilise collective action, and build strong workplace structures. It draws from successful organising models to help unions grow and become more resilient.

MEDIA

This session delves into engaging with traditional media – TV, radio, newspapers – and crafting stories that resonate. Participants will learn how to write press releases, handle interviews, and use media coverage to support union campaigns and shape public opinion.

PUBLIC SPEAKING AND ADVOCACY

Focused on confidence and clarity; this workshop helps activists become compelling public speakers and passionate advocates. It includes techniques for speechwriting, storytelling, handling nerves, and delivering messages that inspire and mobilise.

PRACTICAL EXERCISE

On the second day we put everything we have learned into practice. Participants will be placed into teams and will be required to draft a campaign plan that draws on the lessons learned earlier in the series.

