

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.