

**EPP Political Communication Scrum
19-20 June
Committee of the Regions (JDE52), Brussels**

Working Programme

Tuesday, 19 June

19:00 – 22:00: Networking dinner: Presentation of social media network analysis (Brasserie Leopold, Rue du Luxembourg 33, 1050 Ixelles)

- Introducing EPP and member parties' voters journey by **Gareth Ham**
- Presentation of the campaign app by Freedom

Wednesday, 20 June (Committee of the Region – JDE52)

09:00 – 09:30: Registration

09:30 – 09:45: Welcome address by **Dara Murphy**, EPP Vice-President and Campaign Director for the 2019 European elections

Sessions:

09:45 – 10:45: First session: EPP family communication strategy for the 2019 European elections

- **Gareth Ham** and **Juha-Pekka Nurvala**: introduction of EPP campaign research strategy and key findings per country
- Highlighting MEP achievements: EPP Group in the European Parliament
- Local Dialogues and Grassroots Engagement: EPP Group in the Committee of the Regions
- **Joanne Sweeney-Burke**: Introducing social media trainings
- Google

10:45 – 11:00: Coffee break

11:00 – 12:00: Second session: A “normal day” of the campaign: how will it work?

- **Gareth Ham**: a practical, chronological overview of a day in the campaign
- Q&A

12:00 – 13:00: Discussion and feedback from participants

- **Gareth Ham**: presenting the results of the social media exercise

13:00 – 13:15: Concluding remarks by EPP Campaign Director **Dara Murphy**

13:15 – 14:30: Buffet lunch (Room: Atrium 5)

15:00 – 16:30: Training on communication campaign tools offered by Google (180 Chaussée d'Etterbeek, 1040 Etterbeek)