

WORKSHOP

'Learning from doing, best practices from and for campaigning'

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WORKSHOP

'Learning from doing, best practices from and for campaigning'

Agenda:

- Introduction
- Campaigning
- Active session
- Presentation
- Wrap Up
- Q&A moment



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PERSONAL: Make it personal



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VALUE: Add value to your campaign



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REWARD: Find the right incentives of the right target group



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TALK: Keep communicating with your users



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TALK: Keep communicating with your users



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ANALYSE: Add analysis your stakeholders can use



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Active Session (3 groups)



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