

Making politics real – Data-informed and message-driven campaigning

Session for European Parliament election candidates, 9 February 12-15h including an informal networking session supported by the Friedrich Naumann Foundation für die Freiheit with Michael Link, MP FDP and board member FNF.

This fringe meeting will feature a presentation of ALDE Party research on what the EP elections will be all about, current political attitudes, European trends and the role of the EU in the view of citizens.

A panel of distinguished and highly experienced ALDE Party campaign consultants and trainers will discuss the impact of this research on liberal parties' and candidates' campaigns and offer their expertise on how to run professional and winning campaigns.

Speakers

Presentation of EU-wide survey results

John Garrett, Founder and partner at [ClearPath Strategies](#), an American firm for strategic consulting and public opinion research worldwide.

Panel debate

Annika Arras, Managing director and partner at [Miltton Nordics](#), former campaign manager of Reform Party Estonia.

Kiki Bakker, independent [consultant](#) and trainer, former national field director of VVD Netherlands.

Ian Marquardt, ALDE Party consultant and trainer on party organizational development and campaign strategy and management.

Moderator

Philipp Hansen, ALDE Party Head of politics