



## Political Branding

03- 15.12.2017  
International Academy for Leadership  
IAF  
Gummersbach  
Germany

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### Topic

The concept of Branding has become much more relevant in politics in recent years, having made its transition from the world of business into the nonprofit sector. Both in political science, but also in the field of political practitioners, branding of particularly political parties has become an accepted and applied approach. Thus, strategic branding becomes an important feature of political marketing and modern party management.

### Methodology

During the seminar we will use methods such as brief inputs by the facilitators, presentations and discussions by and with participants and external experts, working group sessions as well as practical training and simulation.

### Target group

Public representatives, staff members and members of Political Parties, Think Tanks, NGOs and other partner organisations who are involved with the development, deepening or communication of their organisation's brand, and who have capacity or ability to impact on the brand of the organisation.

### Subjects

- The concept, definition and importance of branding, for organisations and individuals and the context in which brands, and in particular liberal political brands, operate during this time;
- The purpose and application of branding in larger organisational strategy;
- Introduction of a brand framework / structure, interrogating and exploring every step in detail;
- Brand Archetypes and possible application and opportunities in the political realm;
- What does it mean for a brand to be liberal?
- Anti-liberal trends impacting political brands: possible solutions and responses;
- Examples of liberal political brands and prominent commercial brands;
- Professional and academic branding experts on different elements of branding and brands;
- Reflection on participants own personal brand and opportunity to complete the entire brand process (with feedback);
- The 'Learning Organisation' and what it requires to live a brand internally in an organisation;
- Possibilities and options in relation to crisis communication and re-branding; and.
- Prevalent moods and emotions of our time, and ways to connect with these moods.

## Facilitators

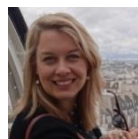


### Wulf Pabst

Wulf Pabst works as a freelance consultant and facilitator since the late 1990s. His focus lies on Strategic Planning, Moderation and Conceptual Design, Political Communication and Political Practice (e.g. local government politics).

In the field of political Education he works as a trainer and facilitator for different institutions in Germany and abroad. As a Consultant Wulf Pabst's clients include German and international associations, foundations, political organizations and parties as well as their branches.

Background: Wulf Pabst is a mechanical engineer, graduated from RWTH Aachen University. His political experiences include various board positions on different levels in the German liberal party FDP as well as a five-year term as an elected city councilor in the city of Aachen.



### Marike Groenewald

Marike Groenewald is the founder of **Anew, a facilitation, consulting and leadership development company**. Holding a Masters Degree in Law from Stellenbosch University, Marike was until recently employed by a political party, the Democratic Alliance in South Africa, as the Executive Director of Development, Learning and Training. In this role, Marike was responsible for the development and learning needs of almost 700 members of staff and nearly 2000 public representatives. Marike also served for nearly ten years as the Director of the DA's Young Leaders Programme, the party's flagship year-long leadership development course and the only programme of its kind in the world. Marike is an accredited facilitator of the Thinking Environment and the Strength Deployment Index (SDI). She holds a Graduate Diploma in Ontological Coaching through Australia's Newfield Institute. Marike works with individuals, political parties, think tanks, NGOs, and companies around the world.

## The Foundation

We, the **Friedrich Naumann Foundation for Freedom**, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's **International Academy for Leadership (IAF)** form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.



### Venue

**International Academy for Leadership (IAF)**  
Theodor-Heuss-Straße 26  
51645 Gummersbach  
Germany

### Contact

<http://visit.fnst.org/en/>  
[www.facebook.com/FNF.IAF](http://www.facebook.com/FNF.IAF)

### Language

English, Spanish

### Registration

06.11.2017

### Registration fee

260 €

