

Agenda for Feedback Clinic 1 – Getting to a campaign strategy
Narrative Change Lab

Campaign group	Deutsche Plus/Wir Machen Das
Facilitators	Eóin Young & Lisa Quinn, ICPA
Date:	14 March, 2018

1. Overview of the Feedback Clinic 1

The feedback clinic is a facilitated brainstorming and sounding board session and a chance to share your campaign idea and get input and suggestions from ICPA mentors and others Lab participants.

The aim of the clinic is to give enough support to take the next step in building a full strategy for your campaign.

This discussion and process will be guided by the questions we shared and used in the workshop on day 3, i.e. the worksheet that guides the opening “Finding a focus and opening for your campaign” stage of our [narrative change campaign planning tool](#).

More practical details on the clinics:

- Each clinic will last three hours
- It will be a small group of approx. eight people, including three to four from the campaign team, two others from the December training group/Lab participants and the ICPA team.
- We can host them in the ICPA office or if you can and wish, the session can be in your office
- The working language will be English.

2. Agenda and approach for the feedback clinic

	<i>Focus</i>	<i>Time</i>
1.	Introduction to the feedback clinic	15 mins -> 15.
2.	Presentation of Initial campaign idea	15 mins -> 30.
3.	Audience & Opening: <ul style="list-style-type: none"> • The target middle segment and how to connect to them • The target debate or target event to drive the campaign 	90 mins -> 120.
4.	Scenario writing the campaign and reflection	40 mins -> 160.
5.	Closing and next steps	20 mins -> 180.

3. The steps after the clinic

The outcome of the clinic should allow you to complete a develop a fleshed-out campaign strategy and then be ready to develop a short proposal to submit for the Narrative Change Lab. We will provide more details on the proposal and selection criteria during the clinic, but the first information is that it will be a short template that combines strategy and some more practical planning. We include below the timeline for the next steps in the Lab below as a reminder:

	Stages	Time
1	<i>Workshop 1: Campaigning to engage the middle in the migration debate</i>	December 7-9, 2017
2	<i>Flesh out campaign idea & explore partnerships</i>	to end-Jan 2018
3	<i>Feedback clinic on the initial campaign strategy</i>	end-Jan to mid-Feb 2018 (3-hour session per clinic)
4	Submit proposal for development of campaign (ICPA template)	By end Feb 2018
5	Selection of campaigns for support in the programme (up to 5)	Early March 2018
6	<i>Workshop 2 - The nuts and bolts of a reframing campaign</i>	March 21-22, 2018

Project Partners

Funded by



as part of the federal programme

Demokratie *leben!*

