



## **Institute of Political and Administrative Sciences**

### **Workshop on “Electoral Campaigns”**

Monday, February 29, 2016

#### **Program**

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**First module: 3:00 p.m. – 3:50 p.m.**

##### **Theoretical Introduction**

- Political campaigns and electoral campaigns.

Electoral campaigns, type and management keys: time and timing, intensity, positioning, features of the candidate, the role of the political party and electoral issues.

- Cases and features

**Second module: 4:00 p.m. – 4:50 p.m.**

##### **Teamwork Exercise**

- Key features of the candidate and party.

- Building a political strategy to run “this” particular election process:

- Strategy documentation – keynotes
- Crisis management (as an additional exercise, every strategy will be conditioned by a specific critical situation).

**Third module: 5:00 p.m. – 5:50 p.m.**

##### **Teamwork Exercise**