

A silhouette of a woman with her arms raised in a gesture of triumph or freedom, set against a teal background with a subtle wave pattern. The woman is wearing a patterned top. The overall tone is one of empowerment and advocacy.

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Workshop agenda

- 9.00 Introduction, aims and expectations for the day.
Messaging: How do we make efficient messages out of our projects/campaigns goals?
- 9.30 Workshop in groups. Each group chooses one project and creates the messages.
- 10.15 *Coffee*
- 10.30 Peer discussion.
- 11.30 Plenum. Re-collection of learnings during peer discussion.
- 12.00 *Lunch*
- 13.00 How to survive filmed interview. Dos and don'ts. What works, what doesn't?
- 13.20 Filmed interviews in front of audience.
- 14.00 Peer view and discussion.
- 14.45 *Coffee*
- 15.00 Social media – how can you multiple your reach and impact using social media?
- 16.00 *End of day.*



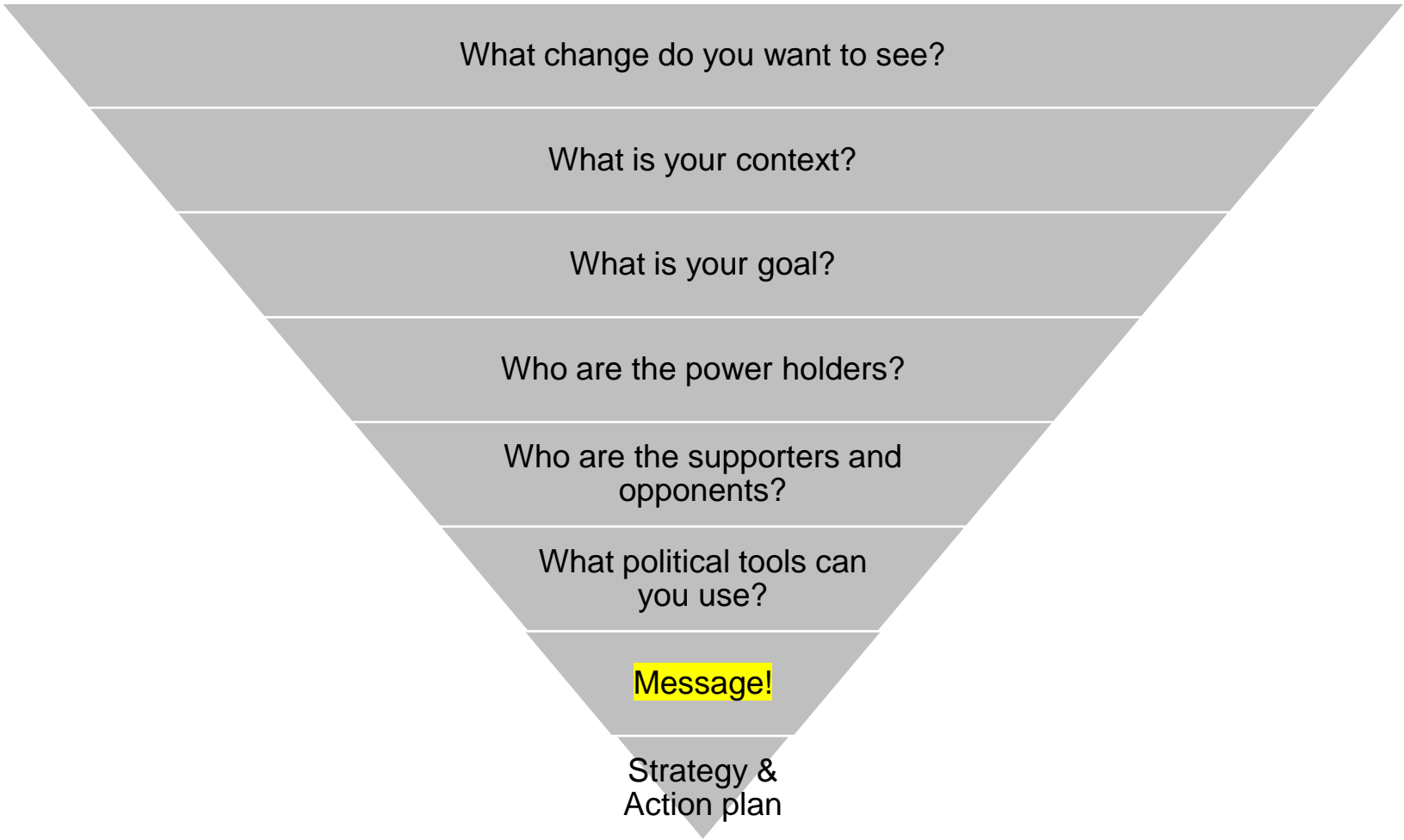


-Please, let me know what road to take to get out of here.

- *It depends on where you want to go.*

- It doesn't matter so much where.

- *Then it doesn't matter which road you take.*



WHAT MAKES A MESSAGE SPECIAL?



DON'T BE AFRAID TO ASK



RING THE BELL





Keep your message clear and simple

Be specific and accurate

Repeat



NO WOMEN
NO PEACE.



SD – det stora hotet mot jämställdheten

Debattörerna: Mer än hundra års kvinnokamp riskerar att stanna av helt med partiet vid makten

Detta är en debattartikel. Det är skribenten som står för åsikterna som förs fram i texten, inte Aftonbladet.



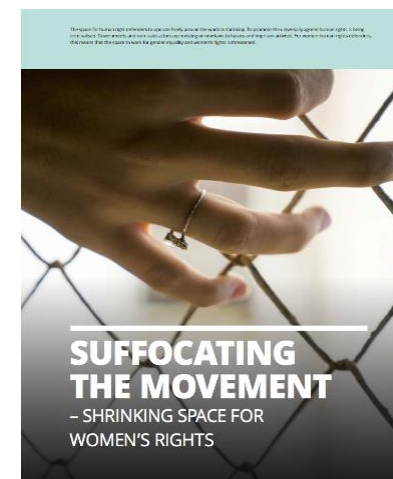
FOTO: BJÖRN LARSSON ROSVALL, VIKTOR GÅRDSÅTER, MOA KARLBERG

Om Sverigedemokraterna tillåts få inflytande i en kommande regering så kommer arbetet för ökad jäm...

DEBATT ons 06 jun 2018

DEBATT. I dag på nationaldagen är det tre månader och tre dagar till valet. Vi är mitt i en

- Suffocating the Movement – how could we make a global development mean something to our target audience in Sweden?



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MAD MEN

- Lucky Strike Ad Pitch
- <https://www.youtube.com/watch?v=yXTJhVBqWOM>

The background of the entire image is a teal color with a subtle, wavy pattern. In the center, there is a dark silhouette of a woman from the waist up, with her arms raised and hands open, palms facing forward. The woman's hair is styled in a bun. Overlaid on this silhouette is the organization's logo and name.

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