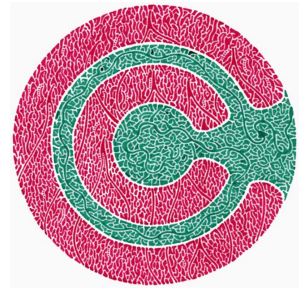


Strategic Campaigning

GETTING RESULTS...

11-12th September 2006

9.30am - 4.30pm, St Georges West Church, Edinburgh



Facilitated by Michelle Sheather
training consultant to Greenpeace International

What is Strategic Campaigning and how will it benefit my work?

By 'Strategic Campaigning' we mean:

- Aiming to create a change in a situation
- Re-focusing, creating or establishing the goals that are relevant to your work
- Influencing other's agendas

We will look at ***how to formulate your own campaign strategy*** using a mixture of techniques including the use of media, political and public outreach; information and other research. We will show you how you can then use these to effectively achieve the desired goals for your own 'campaign', whatever those may be.

Overall, you will share examples of good practice and improve your knowledge of strategic thinking and practical campaigning. This will be done through examining local and global case studies, participatory activities, handouts, presentations; discussions and includes working on your own strategic campaign plan. There will be a pre-course questionnaire for you to complete as part of the process of creating your own strategic campaign.

*You will leave with feedback, ideas and creative thinking solutions to implement your plan to **get you the results you want during the next 6-12 months.***

Who should come?

This 2 day course is aimed at:

- Project and organisation managers
- Campaigners and staff in NGO's, charities, trade unions, local government and services and independent activists
- Consultants delivering services to the Social Enterprise sector

Costs for 2 days: (includes lunch, refreshments and resource pack)

£275 for large organisations (income over £50K per annum)

£175 small organisations and individuals

A number of places are available for individuals at a concessionary rate, please contact us for more details.

Programme in brief:

DAY 1:

What is Strategic Campaigning?

Components of campaigning
Target selection – where to apply pressure
Case study I

Public awareness
Never enough resources - prioritising

DAY 2:

Communications strategy - *The plan, image, logistics, output*

Effective research and information release
Managing people, working in teams, delegation, etc

Working through a crisis – how to plan ahead in the midst of it all

Case study II

Knowing your target/ opponent

Putting it all into a strategic flexible framework

Outcomes & Personal action plans



Booking details:

There are a limited number of spaces on this unique course. We encourage you to book early to avoid disappointment.

Your booking form and a £75 deposit need to be received by Friday 1st September 2006.

You will be invoiced upon receipt of your application and full payment is due before the course begins.

Concessionary places are limited, are granted at our own discretion and are based upon individual circumstances. Please write a short letter of application stating your circumstances and interests, how you hope to benefit from this course and what you will use it for...

For more information and to book a space please contact Claire Carpenter on 0845 458 3211 or e-mail: strategiccampaigning06@creatingconnections.org

Bespoke course opportunity: Would you like 1 day's training with Michelle designed especially for your whole organisation and personal agenda? Please discuss this opportunity with Claire.

Venue information:

This course will be held at the St George's West Church which is *fully DDA compliant* just off Princess Street, in the heart of Edinburgh.

<http://www.myedinburgh.org/?area=map&x=324514&y=673600&zoom=229>

St George's West Church
58 Shandwick Place
Edinburgh
EH2 4RT 0131 225 7001



Biography of Michelle Sheather:

Michelle first became involved in Greenpeace in 1981 in Sydney, Australia when it was a three person office when everyone did everything - their own campaigning, actions, press, political work and even packaging t-shirts

The world has changed since then, and the organisation has grown into an International and national NGO. She continued to work for Greenpeace as an international project coordinator and as the first campaign director for Greenpeace International in 1991. For the past 5 years, she has worked as an international logistics/actions coordinator and heading their priority campaigns as well as working for other organisations

In addition, Michelle has campaigned for Amnesty International; the Nuclear Free and Independent Pacific Movement; local community radio in Australia and the UK, and has been a freelance journalist; as well as working on Women's, Peace and Land Rights Issues.

Academically Michelle has studied Business Management, specialising in the NGO/ Voluntary Sector and has completed a Masters of Science in Human Ecology. She travels the world coordinating and developing training for Greenpeace International Campaigning and actions.

Scotland has a vibrant NGO and Charity sector that can benefit from this type of campaigning and analysis. She wants this course to run in Scotland because strategic campaigning is based on getting results, and it is relevant for the work we do at every level.

Biography of Claire Carpenter:

Claire Carpenter first became involved in working in the more-than-profit sector in 1992. Since then, she has worked directly with a range of supporting initiatives designed to create Sustainable Empowered Communities. Claire completed the MSc in Human Ecology and has since become a Fellow of the Centre for Human Ecology www.che.ac.uk

Through her business - Creating Connections, Claire provides bespoke services and support to individuals, groups and agencies in the more-than-profit sector. She creates connections by bringing together and facilitating individuals, groups and agencies; and by researching, developing, delivering and evaluating ideas across a variety of subject disciplines. www.creatingconnections.org

In 2005 she started a new social enterprise – The Melting Pot, and works with a growing team of volunteers to develop it. The Melting Pot is an incubator for progressive initiatives. The Melting Pot's intent is to inspire resource and support social pioneers to realise imaginative initiatives for a radically better world. By summer 2007, 2,500+ square feet of space in central Edinburgh will be transformed into a new kind of work and social space, accessible by the hour, day or month. Go to www.themeltingpotedinburgh.org.uk for more information. It will form part of Edinburgh's new 'Global Justice and Sustainability' Mega-hub for social change organizations.

The Melting Pot - creating the space, supporting the people, promoting the ideas...

Claire wants this course to run again in Scotland because of the success and feedback of the previous courses; and to respond to requests for "more" as there's nothing like it out there on the 'training circuit' whilst there's a small window of opportunity during Michelle's brief UK stop-over. Through this course, she hopes to help build the capacity of the 'More-than-Profit' sector to get their messages heard in an age of increasing competition, professionalism and specialisation; and decreasing resources...

Creating Connections: to build sustainable, empowered communities

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