



REGISTER NOW FOR THE 5TH EAPC MASTER CLASS, MAY 6, 2010
“HOW TO REACH THE HEARTS AND MINDS OF YOUR TARGET GROUP”

The EAPC Master Class gives young political communication talents the chance of benefiting from the **in-depth knowledge of internationally renowned campaign experts**. Master Class participants get access to the **secrets of successful campaigning** and can improve their own practice.

Contents of the EAPC Master Class:

- Defining a campaign strategy
- Developing the campaign message
- Media planning
- Applying research in political campaigns
- Winning referenda
- Using Web 2.0 and other new technologies

Speakers:

- Bo **Krogvig**, Sweden – Consulted campaigns in 36 countries on 5 continents
- Volker **Riegger**, Germany – Campaign manager for Willy Brandt, Helmut Schmidt
- Quintin **Oliver**, UK - Northern Irish conflict resolution and referendum specialist
- Marko **Rakar**, Croatia – Internet campaign specialist
- Eva **Zeglovits**, Austria – Head of Elections & Politics Dpt. at the SORA Institute
- Thomas **Hofer**, Austria – Journalist, author and Public Affairs specialist

The EAPC Master Class will be held on May 6, 2010, from 9:30 a.m. to 16:00 p.m. at the University of Vienna / Marietta-Blau-Hall, Karl-Lueger-Ring 1, 1010 Vienna

There will be only a limited amount of places, we recommend to register early!
For detailed information, speaker biographies and registration visit www.eapc2010.eu

The 5th EAPC Master Class is hosted by
EAPC – European Association of Political Consultants (www.eapc.eu)
and organized by
SORA Institute for Social Research and Analysis (www.sora.at)
University of Vienna – Department of Communication (www.univie.ac.at/publizistik)



