

**Italian Inclusive Leaders Network (IILN)**  
**Building Political Participation in Our Italian Cities**  
**Agenda – May 11-12, 2018**

Meeting Locations:

Friday, May 11: **Sala Congregazione, Comune di Torino**  
*Piazza Palazzo di Città, 1, 10122 Turin TO*

Saturday, May 12, **Open011 House of Youth Mobility and Interculture**  
*Corso Venezia 11, 10147 Turin, TO*

Friday, May 11, 2018

**8:45 – 9:15 am – Networking Breakfast**

**9:30 – 10:05 am**

**Welcome Remarks and Introductions**

Anass Hanafi & Abderrahmane Amajou, *IILN Co-Chairs*

Ajenai Clemmons, *IILN Convener, GMF Alumna*

Maria Elena Gutierrez, *Senior Fellow, GMF*

Marco Giusta, *Deputy Mayor of Turin for Multicultural Affairs, Integration, & Inclusion*

**10:05 – 10:20 am – Icebreaker Exercise**

**10:20 – 10:30 am – Break**

**10:30 am – 12:15 pm**

**Movement Building On-the-Ground and Online**

This session will include the mechanics of mobilizing. There will be discussion of traditional methods and social media.

**Trainer: Professor Christopher Cepernich**

*Department of Culture, Politics, and Society, University of Torino*

**12:15 – 1:15 pm – Networking Lunch**

**1:15 – 3:00 pm**

**Effective Messaging & Communications for Candidate Campaigns**

Principles of creating a message platform, a campaign speech, and winning debates.

Trainer: Dino Amenduni, *Partner, Proforma – A political communications and strategy consulting firm.*

**3:00 – 3:15 pm – Break with Coffee and Refreshments**

**3:15 – 5:00 pm**

**Effective Messaging & Communications for Issue Campaigns**

Principles for how to frame an issue, creating a winning message, and how to lobby effectively to decision-makers.

Trainer: Gianluca Sgueo, *Policy Analyst at the European Parliament*

**5:00 – 5:10 pm – Wrap-Up**

\*ON OWN FOR DINNER

Saturday, May 12, 2018

**9:00 – 9:40 am – Networking Breakfast**

**9:40 – 9:45 am – Greetings and Daily Overview**

Maria Florea, *Program Coordinator, The Black Sea Trust for Regional Cooperation, GMF*  
Abderrahmane Amajou, *IILN Co-Chair*

**9:45 – 11:45 am**

**Running a Winning Campaign**

Includes the fundamentals of running a campaign, including making a win plan, getting the right people on your team, how to manage your time, and getting out the vote (GOTV).

Trainer: Gambera Sebastiano, *Strategic Communications Consultant, Sebastiano Gambera Consulting Firm*

**11:45 am – 1:15 pm – Networking Lunch**

**1:15 – 3:15 pm – How to Raise Money!**

Includes the fundamentals of fundraising.

Trainer: Gambera Sebastiano, *Strategic Communications Consultant, Sebastiano Gambera Consulting Firm*

**3:15 – 3:30 pm – Coffee Break with Refreshments**

**3:30 – 3:45 pm – Individual Written Exercise**

Facilitator: Ajenai Clemmons, *IILN Convener*

**3:45 – 4:30 pm – Making the Case for Coalitions**

Why we need coalitions to accomplish big goals and successful examples from Italy and the U.S.

Facilitators: Ajenai Clemmons, *IILN Convener*; Abderrahmane Amajou & Anass Hanafi, *IILN Co-Chairs*

**4:30 – 4:45 pm – Group Photo**

**\*\*\*\*\* POLITICAL TRAINING ADJOURNS \*\*\*\*\***