

HOW TO COMMUNICATE POLITICS 2010

academic conference, workshops and discussions about political communication & marketing

November 22-23, Brno, Czech Republic

Date: November 21

19.30 **Conference opening dinner**

On invitations only

Date: November 22

Venue: Faculty of Social Studies, Jostova 10, Brno; room Aula

9.00 Registration

Academic Part

9.30 Greetings from the organizers

9.45 **Key Note Speech:** *Professionalization of Political Communication, from Personalization to Peopolization* by **Philippe J. Maarek** (Université Paris, France)

10.45 *Coffee Break*

11.15 Panel I: Politics, Campaigns and PR

Chair: **Dominic Wring** (Loughborough University, UK)

Speakers: **Margaret Scammell** (London School of Economics and Political Science, UK)

Political brands: making sense of political image

Jennifer Lees-Marshment (The University of Auckland, New Zealand)

Marketing democratically: the problems and the possibilities

Rita Figueiras (Universidade Catolica Portuguesa, Portugal)

Mixed-gender campaigning communication, comparing Portugal and Slovakia

12.30 *Lunch*

13.30 Panel II: Politics and Popular Culture

Chair: **Margaret Scammell** (London School of Economics and Political Science, UK)

Speakers: **Gianpietro Mazzoleni** (University of Milan, Italy)

Pop politics: what's really new under the sun?

Dominic Wring (Loughborough University, UK)

Call me Dave: the spin doctor who made it to Number Ten Downing Street

John Sumser (California State University, USA)

Telling Stories, Giving Explanations: Narrative Differences in Political Discourse

15.00 **Closing remarks**

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Practitioners Part (Registered only)

Venue: Faculty of Social Studies, Jostova 10, Brno

12.30 *Public and TV Communication skills training* with **Borislav Spasojevic**, room U43

15.30 *Campaign Strategy Workshop* with **James Fisfis**, room U41

15.30 *Campaign Organization and Get Out The Vote Workshop* with **Aaron E. Ringel**, room P21

Date: November 23 – Students Part

Venue: Faculty of Social Studies, Jostova 10, Brno; room P34

9.00 – 12.00 **PhD and MA colloquium: The methodological struggle and the Political Marketing**

Chair: **Gianpietro Mazzoleni** (University of Milan, Italy)

Participants: **Ieva Dmitricenko** (University of Latvia, Latvia)
Political Marketing and Political Technology: Theory and Practice
Hana Hurtíková (Palacký University in Olomouc, Czech rep.)
The Role and the Influence of Media in Political Communication
Oto Kóňa (Masaryk University, Czech rep.)
Political Campaigns and Following Governmental Policy Making in Slovakia from 1993
Radim Kašpar (Palacký University in Olomouc, Czech rep.)
Political Consultancy and Political Public Relations- Case Study: Czech republic
Vita Dreijere (University of Latvia, Latvia)
Political Communication Culture in the Baltic States
Norbert Merkóvity (Hungary)
Is There a New Political Communication?

Lectures for students, room P22

12.00 – 13.30 *The Political Marketing Game* workshop with **Jennifer Lees-Marshment**
(The University of Auckland, New Zealand)

14.00 – 15.30 *Everybody's a Winner, Everybody's a Loser Too: the British General Election Campaign of 2010* workshop with **Dominic Wring** (Loughborough University, UK)

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