

CALL FOR APPLICATION

Millennial Leaders: Effective involvement of the touchscreen generation

The **Robert Schuman Institute** in partnership with the **Kós Károly Academy Foundation** and the **Wilfried Martens Centre for European Studies** organizes a practical training entitled “**Millennial Leaders: Effective involvement of the touchscreen generation**” for delegates of youth wings of EPP sister parties of Central European countries.

Dates: 3 working days as follows
23 - 25 November, 2018 (Cluj Napoca, Romania)
arrival: Thursday, 22 November, before 18.00 h
departure: Sunday, 25 November after lunch, around 13.00h

The program will be finalised also on the basis of selected participants expectations.

Objectives:

- To identify political communication tools to attract and engage the millennial generation based on their media use and content consumption patterns so that EPP parties could address Millennials
- To identify the different issues that have the potential to mobilize and involve Millennials
- To present techniques for motivation, mobilisation and activation of followers
- To draw conclusions on communication strategies in and out of election periods
- To introduce young role models
- Fostering EPP parties cooperation by English speaking young people, strengthening relations under the event framework

Target group: 20 young activists and politicians belonging to the Millennial generation (age: 18-30) delegated by Central European EPP affiliated parties from the following countries: Austria, Bulgaria, Croatia, Hungary, Romania, Serbia, Slovakia and Slovenia.

Working language: English (no interpretation will be provided)

The Robert Schuman Institute is responsible for all organisational matters and any inquiries during the application process.

Contact person: **Bence LABOSSA**, Project Manager, bence.labossa@schuman-institute.eu
Márton PALKÓ, Project Coordinator, marton.palko@schuman-institute.eu

Application process [a completed online application form](#)

Conditions of Participation: Participants must attend the event from the very beginning to the very end.

Financial Arrangements*

The costs of the course, including *lectures, trainings* as well as costs of *full board and lodging* will be covered by the organizers. (Participants will be accommodated in twin/double rooms.)

Organisers can reimburse travel expenses in economy class up to 150 Euro, on presentation of all original invoices and boarding cards after the event via bank transfer.

Should you require any further information about the events, please do not hesitate to contact us.

on behalf of Doris Pack, RSI President

Gábor Berczeli
Acting Director

*Participants coming from Cluj Napoca or the surrounding area should note that their accommodation and travel expenses will not be covered by the organizers.