

CommunicaThon. Debugging Georgia's Politics

14-16 July | Impact Hub Tbilisi

Friday, 14 July

18.30 Registration

19.00 Intro to #CommunicaThon

19.30 Presentation and discussion of the report on extreme political polarisation and its impact on democracy in Georgia

20.30 Dinner and networking

Saturday, 15 July

09.00 Arrival of participants and coffee

10.00 Campaigns that cha(lle)nge public perception

about campaigns that change and challenge public opinion, bring social issues into discussion and encourage people to get engaged and about measuring efficiency of online campaigns

11.00 Viral campaigns

about engaging influencers, creating new 'ice bucket challenges' or 'freeze' movements and using videos as a tool to spread social messages

12.15 The power of visuals

about visualising content and tools to do it

13.15 Lunch

14.00 Ideas pitch and team forming

15.00 Teamwork: creating a communications campaign

A long but engaging process of creating real communications campaigns. As a result, participants will develop the goals and target groups of their campaign, communications plan and methods, budget and resources, risks and mitigations. Teams will be supported by mentors and organisers.

19.30 Pitches: from theory to practice

Instructions on how to pitch your project

20.00 Dinner

Sunday, 16 July

09.00 Arrival of participants and coffee

10.00 Work on communications campaigns (continuation)

13:00 Lunch

16.00 5 minutes pitches by the teams

17.30 Jury deciding

18.00 Announcement of the winners, speeches & photos

19.00 Cocktail & networking