

Friday 05.02.16

TPO (Teatro Polivalente Occupato)
Via Camillo Casarini, 17/5
www.tpo.bo.it

8:30 – 9:00
Registration

9:00 – 9:30
Opening
European Alternatives

Welcome to participants, explanation of context of the project, media rights in Europe, and run through of the next two days.

09:30 – 18:00
Workshop 1 (EN) - Political communication beyond populism
Luigi Cornaglia

This interactive workshop, including elements of simulation and game-play, aims to stimulate participants about those elements able to generate viral communication in the context of social networking.

We will focus on the success of populism in reinforcing prejudice and conservative politics. Starting with an analysis of the Italian political and cultural digital environment, we will try to compare different styles of digital communication in Europe in order to provide participants with new ideas and tools on how to innovate their own strategy.

Finally the workshop will close with some insights on the social marketing tools now available for those activists in charge of web-social communication.

(The workshops will break for lunch and coffee)

09:30 – 18:00
Workshop 2 (IT) - Amministrative, storytelling e campagna elettorale
Claudio Riccio

This workshop will be conducted in Italian

Le elezioni amministrative sono alle porte. In molte città si voterà per eleggere i candidati sindaco. Il workshop si svilupperà simulando l'organizzazione delle varie fasi della campagna elettorale di un ipotetico candidato a Bologna, dalla progettazione della strategia social, al suo sviluppo e gestione ordinaria e straordinaria.

L'obiettivo è maneggiare gli strumenti, definire un target, individuare le tecniche migliori per ciascuna tipologia di messaggio e imparare a organizzare un social media team di un candidato sindaco.

(The workshops will break for lunch and coffee)



18:00 – 20:00
Public event: Europe, Italy, Bologna: this is the year of change

Moderator: Lorenzo Marsili

The year which just started is going to be crucial. Both in Italy and Europe. During this international evening we will talk about the challenges ahead with activists from Spain, Portugal, Germany, the UK, Poland and Italy

- Felipe González (Spain) - activist, media expert, contributor eldiario.es,
- Jakub Dymek (Poland) - journalist and activist, Krytyka Polityczna
- Daphne Buellesbach (Germany) - European Alternatives
- Joao Labrincha (Portugal) - Activist, Academia Cidada
- Jamie Mackay (UK) - Journalist, openDemocracy
- Claudio Riccio (Italy) - Activist ACT
- Ada Talarico (Italy) - Activist TPO Bologna

20:00
Dinner

Saturday 06.02.16

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10:00 – 18:00
Workshop 3 (EN) - "Remix Video, Memes and GIFs for political campaigning"
Victor Fleurot and Felipe Gonzalez Gil

"Remix Video, Memes and GIFs for political campaigning" is a workshop to explore digital formats and the remix culture for political campaigning. Looking at the conversations taking place in fast-moving, self-politicised online spaces that have emerged on popular sharing platforms we will make a journey through socially engaged media production.

The remix culture and the digital age have provided us the way we naturally build our identities in the contemporary media landscape. Memes, mashups, gifs versions, appropriations. How can we use this tools to spread political messages? How can we use memes, gifs and remix videos to fight against the mainstream media version of the stories we have?

The workshop will have 3 parts: theoretical presentations by the facilitators, two interactive and participative games where the participants will make non-digital and digital memes/mashups/creations and an open session to share similar projects and to discuss.

10:00 - 10:30 - Introductory game
10:30 - 11:15 - Victor's introduction
11:15 - 11:30 - Break
11:30 - 12:15 - Felipe's introduction
12:15 - 13:00 - Q&A and debate
13:00 - 14:00 - Lunch
14:00 - 16:00 - Digital Games
16:00 - 17:00 - Open session
17:00 - 18:00 - Evaluation and close

18:00 – 18:30
Closing session
Debriefing and wrap up of the three days.

20:00
Dinner

CREATE | REACT MEDIA



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