

Campaigning in the EU: Immersive Week on Pre-Election Political Communication

This intensive immersive week in Brussels, hosted by IHECS (Institut des Hautes Études des Communications Sociales) and its Academic Think Tank, Protagoras.*

Scheduled for the week of 10-17 May 2024, strategically positioned just before the European elections (June 6-9), this exclusive program focuses on Political Communication within the context of the EU elections. It presents an unparalleled opportunity to explore the complexities of European politics and gain insights into the realm of political communication.

Designed for students from four European partner universities**, including Panteion University of Social and Political Sciences in Athens (Greece), FHWien of WKW in Vienna (Austria), and the University of Wrocław (Poland), this immersive week offers a multifaceted learning experience.

Furthermore, a limited number of additional students will have the opportunity to join this immersive week. Through a selective registration process, we will be opening participation to a wider group of students who are passionate about political communication and eager to engage with the European political landscape. This expansion aims to promote diversity and inclusivity, allowing students from various backgrounds and institutions to benefit from this unique educational experience.

This immersive week will foster collaboration and cross-cultural exchange among students. Through interactive workshops and group assignments, participants will have the opportunity to work together across disciplines. This multidisciplinary approach encourages innovative thinking and enhances the participants' abilities to navigate complex political landscapes.

All partner universities bring their own cultural, historical, and political context to the table, resulting in distinct approaches to engaging with voters and shaping narratives. From the passionate oratory of to the pragmatic and data-driven campaigns, the differences in political storytelling reflect the rich tapestry of Europe's political landscape. Hence, this immersive week in Brussels will provide an ideal platform to delve into these variations, allowing participants to gain a nuanced understanding of how communication strategies can differ across EU Member states.

The program combines **practical trainings with European communication agencies, open lectures by prominent experts** from the “Brussels Bubble” (i.e., Communications professionals from Think Tanks, European Parliament political groups, the Commission, and the Council, etc.) **and academics.**

During the week, participants will engage directly with experts from leading European communication agencies, gaining insights into the strategies and techniques employed in political communication campaigns at EU level. The programme focuses on hands-on skills through practical training sessions, allowing students to understand the nuances of effective political messaging and engagement.

In addition to the scheduled open lectures, the program actively promotes guest lectures conducted by experts affiliated with our partner institutions. Those lectures will provide valuable insights and perspectives, further enriching the learning experience and fostering a deeper understanding of political communication within the EU.

As a result, beyond the academic and practical aspects, participants will be subjected to the atmosphere of the EU's political hub. The city's unique position as a melting pot of cultures and a centre of European decision-making provides the perfect backdrop for this learning experience.

* PROTAGORAS is an academic think tank bringing together researchers and professionals in political and public communication. This think tank, based in Brussels, is attached to the Institut des Hautes Etudes en Communications Sociales (IHECS).

**Please note that the partner universities mentioned are subject to confirmation and may be subject to change.

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