

# IKPK 2013

INVITATION

## **11<sup>TH</sup> INTERNATIONAL CONFERENCE FOR POLITICAL COMMUNICATION**

20 AND 21 OCTOBER 2013

KAS ACADEMY  
BERLIN



Konrad  
Adenauer  
Stiftung

**15:00 Welcome and opening of the conference**

**Dr. Melanie Piepenschneider**

*Head, Political Education,  
Konrad Adenauer Foundation*

**15:15 Germany: Election campaign communication  
in 2013: Actors, Instruments, Messages**

**Prof. Dr. Frank Brettschneider**

*University of Hohenheim*

**15:45 Opinion poll: Curse or blessing?**

**Prof. Dr. Thorsten Faas**

*Johannes Gutenberg University of Mainz*

**Social justice, a key issue in the Federal election  
campaign?**

**Dr. Knut Bergmann**

*Head of communication and of the Branch Office  
in Berlin, Institute for Economic Research (DW)*

**16:15 Discussion**

Facilitator: **Tanja Samrotzki** | *free journalist*

**17:00 Coffee break**

**17:30 The Federal election campaign  
in the Social Media**

**Prof. Dr. Christoph Neuberger**

**Jennifer Wladarsch**

*Ludwig Maximilians University of Munich*

**18:15 Experiences made by constituency candidates  
in dialogue with citizens**

Discussion round with

■ **Lars Zimmermann**

*CDU candidate, Pankow*

■ **Emmi Zeulner**

*CSU candidate, Kulmbach*

■ **Sven-Christian Kindler MdB**

*Green Party candidate, Hannover*

■ **Dr. Marcel Klinge**

*FDP candidate, Schwarzwald-Baar-Kreis*

■ **Christina Kampmann**

*SPD candidate, Bielefeld*

Facilitator: **Axel Wallrabenstein** | *MSL Germany*

**19:30 Get Together**

**9:00 Success factors in Austria: What made the difference in the election to the National Council?**

**Thomas Hofer**

*H & P Public Affairs*

**Experience with data-based campaigning**

**Philipp Maderthaler**

*Campaigning Bureau*

**Discussion**

Facilitator: **Stefan Burgdörfer** | *Editor-in-chief*

*KAS International Reports*

**10:30** *Coffee break*

**11:00 After the mass party. Politics in the media age:  
The case of Italy**

**Prof. Paolo Mancini**

*University of Perugia*

**11:45 The Triumph of the the Høyre Party**

**Gunnar Kongsrud**

*Director of Marketing of Høyre*

**12:30** Lunch

**13:30 European Elections 2014:  
The mood in the UK and Germany**

■ **David McAllister MdL**

*Chairman of the CDU of Lower Saxony,  
former Minister President of Lower Saxony*

■ **Laura Sandys**

*Member of Parliament UK, South Thanet*

Facilitator: **Philip Oltermann** | *The Guardian*

**14:30 The Ground Game and the emergence  
of data analytics**

**Rich Beeson**

*Political Director for the Romney campaign*

**15:15 Outreach in the Obama campaign**

**Buffy Wicks**

*Operation Vote Director for Obama*

**16:00 Discussion: What will happen in 2014  
midterm elections?**

Facilitator: **Adrian Rosenthal** | *MSL Germany*

**17:00** End of conference

## **Venue**

Konrad-Adenauer-Stiftung  
Tiergartenstraße 35  
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[www.kas.de/ikpk13](http://www.kas.de/ikpk13)

Hashtag: #ikpk13

## **Registration**

Please visit [www.ikpk13.de](http://www.ikpk13.de)  
and register online till October  
10th 2013. The conference fee  
is 50 Euro (20 Euro reduced).  
After having registered, you  
will receive a confirmation.  
Unfortunately, travel expenses  
cannot be refunded.

## **Travel Directions by Bus**

Use Buses with the Number 100,  
106, 187 or 200 (Stop "Nordische  
Botschaften/Adenauer-Stiftung")

*In cooperation with:*

