

**KAS School for Young Politicians:**  
**Building Democratic Capacity – One Person at a Time**

**Dates:** 14 – 20 September 2025

**Venue:** Digital Capability Lab  
University of Pretoria, Hilcrest Campus  
Hatfield, Pretoria

**Programme**

**Sunday, 14 September 2025**

Participant arrival and Check-in at Future Africa accommodation

18.30 Welcome Dinner  
Private Dining Area, The HUB  
Future Africa

**Monday, 15 September 2025**

08.30 – 09.00	Registration	
09.00 – 09.30	<b>Welcome and Opening Remarks</b>	<b>Dr Holger Dix</b> , Director KAS Political Parties Programme, Johannesburg
09.30 – 10:30	<b><u>Self-Assessment:</u></b> Course Recap, Your Goals and Your Values	<b>Dr Heather Thuynsma</b> , University of Pretoria
10.30 – 11.00	Photograph, Tea / Coffee Break	

11.00 – 13.00	<b><u>Opposition Research &amp; Target Audiences:</u></b> Who am I and who are they?	<b>Dr Heather Thuynsma,</b> University of Pretoria
13.00 – 14.00	<b>Lunch</b>	
14.00 – 15.30	<b><u>Measuring Your Mission:</u></b> Introducing the Success Equation	<b>Dr Heather Thuynsma,</b> University of Pretoria
15.30 – 16.00	<b>Tea / Coffee Break</b>	
16.00 – 17.15	<b><u>Matching Your Message:</u></b> Developing a Communications Strategy	<b>Dr Heather Thuynsma</b>
19.00	<b>Dinner</b>	

## **Tuesday, 16 September 2025**

08.30 – 10.30	<b><u>Self-Assessment: Developing a Vision Statement</u></b> What does success look like for you and your party?	<b>Dr Heather Thuynsma</b>
10.30 – 11.00	<b>Tea / Coffee Break</b>	
11.00 – 13.00	<b><u>Financing Your Campaign:</u></b> Key Principles & Developing a Budget	<b>Group Research Exercise</b> moderated by <b>Dr Heather Thuynsma</b>
13.00 – 14.00	<b>Lunch</b>	
14.00 – 15.30	<b><u>Financing Fundamentals:</u></b> Raising Money or Votes?	<b>Dr Heather Thuynsma</b>
15.30 – 16.00	<b>Tea / Coffee Break</b>	
16.00 – 18.00	<b><u>Developing a Persuasive Financing Pitch:</u></b> Support us and why?	<b>Individual Presentation Recordings</b> moderated by <b>Dr Heather Thuynsma</b>
19.00	<b>Dinner</b>	

## **Wednesday, 17 September 2025**

08.30 – 11.00	<b>Presenting your Financing Pitch</b>	<b>Individual Presentation Recordings</b> moderated by <b>Dr Heather Thuynsma</b> <b>Johannesburg</b> <b>KAS Office</b>
11.00 – 11:30	<b>Tea / Coffee Break</b>	
11.30 – 13.00	<b>Job creation from a social market economy perspective</b>	<b>Matthias Schaefer</b> <b>Johannesburg</b> <b>KAS Office</b>
13.00 – 14.00	<b>Lunch</b>	
14.00 – 17.30	<b>Technology policy workshop</b>	<b>Matthias Schaeffer</b> <b>Johannesburg</b> <b>KAS Office</b>
19.00	<b>Dinner</b>	

### **Thursday, 18 September 2025**

08.30 – 12.30	<b>Visit to the AU/ARPM</b>	<b>Midrand</b>
12.30 – 13.30	<b>Lunch</b>	
13.30 – 16.00	<b>Freedom Park</b>	<b>Pretoria</b>
19.00	<b>Dinner</b>	

### **Friday, 19 September 2025**

08.30 – 10.30	<b>Why we must protect Democracies</b>	<b>Ray Hartley</b>
10.30 – 11.00	<b>Tea / Coffee Break</b>	
11.00 – 13.00	<b>Final Thoughts</b>	<b>Dr Holger Dix, Dr Heather Thuynsma and Speech from European Delegation representative</b>

13.00	End of Programme & Lunch	
19.00	Dinner	

## **Saturday, 20 September 2025**

Departure of Participants