politsnack

The Permanent Campaign.

politsnack.de

Barack Obama

vs.

Mitt Romney

US EDITION

Venue
Konrad-Adenauer-Stiftung
Tiergartenstraße 35
10785 Berlin
Germany

*Mobile phone number during
the conference:*
+49 172 2625198

Conception
Ralf Güldenzopf
*Head of Department for Political
Communication*
Konrad-Adenauer-Stiftung
ralf.gueldenzopf@kas.de

Media Relations
Matthias Barner
Spokesman
Konrad-Adenauer-Stiftung
phone: +49 30 26996-3222
matthias.barner@kas.de

Administration
Doris Schimanke
Konrad-Adenauer-Stiftung
Bildungszentrum Eichholz
Urfelder Str. 221
50389 Wesseling
Germany
phone: +49 2236 707-4409
fax: +49 2236 707-54409
doris.schimanke@kas.de

Registration
*Please visit www.ikpk12.de
and register online till October
5th 2012. The conference fee
is 50 Euro (25 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")*

*This conference is funded by
Deutsche Klassenlotterie Berlin
(DKLB).*

In cooperation with:

pol sphere
think tank for political consulting

MSL GERMANY

www.kas.de/ikpk12
www.facebook.com/politsnack

Hashtag: #ikpk12

Konrad Adenauer Stiftung

IKPK

VOTE

2012

INVITATION

10TH INTERNATIONAL CONFERENCE FOR POLITICAL COMMUNICATION

OCTOBER 14TH | 15TH 2012

AKADEMIE DER
KONRAD-ADENAUER-STIFTUNG
BERLIN

Konrad Adenauer Stiftung

PROGRAMME

SUNDAY | OCTOBER 14TH 2012

2:00 p.m. **Greeting and Opening**

Ralf Güldenzopf

Head of the Department for Political Communication, Konrad-Adenauer-Stiftung

Frank Priess

Deputy Department Chief of the Main Department for European and International Cooperation, Konrad-Adenauer-Stiftung

2:30 p.m. BACK BORIS: THE RE-ELECTION CAMPAIGN FOR THE MAYOR OF LONDON

Amy Selman

Member of the Core Campaign Team for Mayor Boris Johnson, UK

3:30 p.m. RON PAUL AND TEA PARTY MOVEMENT – FORMING A GOVERNING COALITION IN AMERICAN POLITICS?

Jesse Benton

Chairman of the Ron Paul 2012 Presidential Campaign, USA

4:30 p.m. Coffee Break

5:00 p.m. "GROUND WAR" – PERSONALIZED COMMUNICATION IN POLITICAL CAMPAIGNS

Rasmus Kleis Nielsen

Assistant Professor of Communications at Roskilde University (RUC), Denmark

6:00 p.m. "AIR WAR" – THE NEW WILD WEST – POLITICAL ADVERTISING IN THE 2012 AMERICAN ELECTIONS

Travis N. Ridout

Professor of Government and Public Policy, Washington State University, Co-director of the Wesleyan Media Project, USA

7:00 p.m. ROMNEY VS. OBAMA – WHAT WILL DECIDE ON 11/6

- GOP: **Ron Nehring**

Strategist, former Chairman of the Republican Party of California, USA

- DEMOCRATS: **John Hurson**

Former Member of the Maryland State Legislature, USA

Moderation: **Mark Hauptmann**

Kairos Communication

8:00 p.m. **Get-Together**

MONDAY | OCTOBER 15TH 2012

10:00 a.m. FRAMING THE DEBATE: LANGUAGE AND EMOTION IN CAMPAIGNING

Chris Kofinis

Media Consultant and Strategic Advisor, Luntz Global, USA

11:00 a.m. FRAMING THE DEBATE: INSTANT RESPONSE PERCEPTION ANALYSIS

Mitchell Barak

Gründer von KEEVOON Research Strategy & Communications, Israel

12:00 a.m. PANEL: COMMUNICATION IN THE EURO CRISIS

- **Steffen Kampeter MdB**

Parliamentary State Secretary at the Federal Ministry of Finance

- **Kristin Breuer**

Department Manager for Economic Affairs at BILD

- **Jan Fleischhauer**

Author, Journalist at SPIEGEL

- **Max A. Höfer**

Publicist, Owner of Höfer Media

Moderation: **Axel Wallrabenstein**

Chairman, MSLGROUP Germany

1:30 p.m. Lunch Break

2:30 p.m. DIGITAL 2012: THE 24 SECOND NEWS CYCLE

Vincent R. Harris

Harris Media, w/ Clients such as Rick Perry, Newt Gingrich, Mike Huckabee, USA

3:30 p.m. COFFEE BREAK

4:00 p.m. GOOGLE IN CURRENT CAMPAIGNS

Charles Scrase

Head of Elections & Non-Profits, Google USA (via Google + Hangout on Air)

5:00 p.m. PANEL: SOCIAL MEDIA IN GERMAN CAMPAIGNS

- **Carsten Grueber**

Industry Manager, Goverment & Education, Google Deutschland

- **Eva Maria Kirschsieper**

Manager Public Policy, Facebook Deutschland

- **Andreas Jungherr**

Research Associate, Department of Political Sociology, University of Bamberg, Germany

Moderation: **Adrian Rosenthal**

Head of Digital and Social Media, MSLGROUP Germany

6:00 p.m. **End of conference**

The conference will be interpreted in German and English.