

Konrad-Adenauer-Stiftung Ltd
MEDIA PROGRAMME ASIA

media.singapore@kas.de
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34 Bukit Pasoh Rd.
Singapore 089848

"KAS E-lection Bridge Asia-Pacific"

October 29 - 31, 2013

Anantara Bangkok Riverside
Bangkok / Thailand

Programme

Tuesday, Oct 29

(during the day) Arrival international participants

06:30 pm **Welcome Dinner**

(Venue: Riverside Terrace, Anantara - outdoors)

Wednesday, Oct 30

Part I

(Venue: 'Thonburi' meeting room, Anantara)

10:00 am **Registration and Welcome Coffee**

10:30 am **Welcome and Introductory Remarks**

- **Torben Stephan**
Director, Media Programme Asia
Konrad-Adenauer-Stiftung, Singapore

11:00 am **Session 1**
The successful buildup of the 'KAS E-lection Bridge Africa'

- **Christian Echle**
Director, Media Programme Sub-Sahara Africa,
Konrad-Adenauer-Stiftung, South Africa

Q & A

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12:30 pm

Lunch Break

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01:30 pm

Session 2
**How to transfer the E-lection Bridge to Asia-Pacific:
Chances and challenges**

- **Alastair Carthew**
Communications Adviser
Asia Pacific. carthewa@gmail.com, Thailand

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03:00 pm

Coffee Break

03:30 pm

Session 3
**Campaign Report: Social media in Australasian
politics**

- **Stephen Mills**
Principal, UMR Research Australia / New Zealand,
New Zealand

05:00 pm

End of Meeting

07:00 pm

Dinner Cruise
(Meeting Point: Hotel lobby, Anantara)

Thursday, Oct 31

Part II

(Venue: 'Thonburi' meeting room, Anantara)

09:00 am

Opening Remarks & Book Presentation

- **Torben Stephan**
Director, Media Programme Asia, Konrad-
Adenauer-Stiftung, Singapore

09:30 am

Keynote Address
**The 2013 German Federal Election: A triumph for
Angela Merkel**

- **Dr. Klaus Schüler**
CDU Managing Director and Head of Chancellor
Angela Merkel's Election Campaign, Germany

Q & A

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11:00 am

Coffee Break

11:30 am

Presentation
The CDU's Digital Campaign 2013 – How Angela Merkel won on the web

- **Oliver Röseler**
CDU Head of Marketing, and Campaign Manager of Angela Merkel, Germany

12:30 pm

Lunch Break

01:30 pm

Country Report 1
Campaigning in Pakistan

- **Rafeh A. Malik**
Political and Development Consultant, Pakistan

02:30 pm

Country Report 2
Digital Electioneering: What's wrong with Japan?

- **Professor Norman Abjorensen, PhD**
Hitotsubashi University, Tokyo &
Australian National University

03:30 pm

Coffee Break

04:00 pm

Country Report 3
Young voters and the Internet: Impact on the 13th Malaysian General Election

- **Ibrahim Suffian**
Director, Merdeka Center for Opinion Research, Malaysia

05:00 pm

End of Meeting

06:00 pm

Dinner

(Venue: Brio Restaurant, Anantara -indoors)

Friday, Nov 1

(during the day) Departure international participants