



EPP CAMPAIGN MANAGERS MEETING

26-27 November 2012, Madrid

DRAFT PROGRAMME

Monday, 26 November 2012

Day 1: European Elections 2014

15:30 Welcome addresses:

- Antonio LÓPEZ-ISTÚRIZ, EPP Secretary General
- Iñigo MENDEZ DE VIGO, Minister for European Affairs, Spain

15:45 – 16:45 Round table discussion: The Main Challenges of the 2014 European Election Campaign

- Moderator: Christian KREMER, EPP Deputy Secretary General
- Key presentation: Kostas SASMATZOGLOU, EPP spokesman, EPP campaign manager for the 2014 European elections

16:45 – 17:00 Coffee Break

17:00 – 18:15 Two years to go to the 2014 European Elections - EUROBAROMETER survey

- Moderator: Luc VANDEPUTTE, EPP Deputy Secretary General
- Jacques NANCY, Directorate General for Communication of the EP / EUROBAROMETER

18:15 – 19:45 How to Face the European Elections 2014: More Europe vs Disaffection

- Introduction by Vicente TIRADO, Partido Popular Executive Secretary of Electoral Policies
- Daniel UREÑA, Mas Consulting Spain Managing Director
- Antoni GUTIERREZ-RUBÍ, Communication Advisor, Director of IDEOGRAMA



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Day 2: National Campaigns

09:00 – 10:15 **US Presidential Elections**

- Jan SUROTCHAK, IRI Regional Director, Europe

10:15 – 12:40 **National Election Campaigns: presentations from the EPP member parties**

- Moderator: Christian KREMER, EPP Deputy Secretary General

11:00 – 11:15 Coffee Break

12:40 – 13.20 **New techniques in research and electoral communication**

- Moderator: Luc VANDEPUTTE, EPP Deputy Secretary General
- Narciso MICHAVILA. CEO of Cabinet of Electoral Analysis (GAD)

13:20 – 13:40 **Closing remarks by**

- Kostas SASMATZOGLOU, EPP spokesman, EPP campaign manager for the 2014 European elections