

# Berlin Campaign Forum 2024

## Information for Speakers

23<sup>rd</sup> to 24<sup>th</sup> October 2024, UfaFabrik Berlin  
campaignforum.eu



### What is the Berlin Campaign Forum?

FairSay and wegewerk have teamed up to bring a campaign forum back to Berlin. The Berlin Campaign Forum is for innovators and influencers from **Central Europe's leading charities, NGOs and not-for-profit organisations.**

FairSay and wegewerk have been sponsoring and co-hosting the "Campaigning Forum Europe" in Berlin for 5 consecutive years until it was stopped due to Covid-19.

From **23<sup>rd</sup> to 24<sup>th</sup> of October** we will now come together again at UfaFabrik in Berlin to explore new trends and developments in digital campaigning, fundraising, leadership and beyond.

At BCF, **all participants are experienced** (they must apply and be accepted) in at least one of the areas of campaigning, fundraising, leadership or digital. They are actively looking to share with – and learn from – their peers, build relationships and get insights to make informed decisions.

People from all over the sector look forward to **explore new digital strategies, tactics and trends** in campaigning, fundraising, volunteer coordination and leadership.

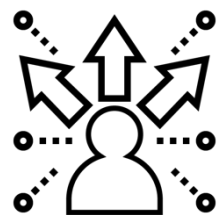
### Key Information

**What?** Open Space Event, focused on political communication and campaigning

**Who?** Experienced campaigners, fundraisers and people with experience in the not-for-profit-sector

**When?** October 23<sup>rd</sup> to October 24<sup>rd</sup> (Wed-Thu)

**Where?** UfaFabrik Berlin



## What's the format?

The two-day-event is about sharing and exchanging knowledge in an open space format where participants set most of the agenda and self-select which topics to engage with in self-directed small-group discussions.

This makes BCF different from most conferences. Gathering experienced people from the not-for-profit sector together is a unique opportunity for each person to learn from peers. The un-conference format focuses on connecting participants with a shared interest on topics. This helps them learn and build relationships they can use to continue improving.

## Agenda

<b>Tue Oct 22</b>	<b>Pre-Event Programme</b>
18.30-19.30	<b>Open Space Leadership Briefing</b>  This informal pre-dinner session will offer the chance to get the ball rolling and start to gather ideas and proposals for Open Space sessions. Join us to: <ul style="list-style-type: none"><li>• share ideas and tips on successful Open Space groups</li><li>• review the potential agenda topics and themes that emerge from the participant questionnaires with a fun topic-sorting exercise</li><li>• help start to shape the Campaigning Forum agenda, working in groups to start developing session proposals.</li></ul> Open to all, though a working knowledge of <a href="#">Open Space methodology</a> will be assumed.
19:30-20:30+	<b>Dinner:</b> Kick-start connections and conversations with Campaign Forum participants
21:00+	Connect to kick-start conversations
<b>Wed Oct 23</b>	<b>Berlin Campaign Forum 2024 – Day one</b>
	<b>Day one sessions</b>
09:30	Registration, coffee/tea, informal discussions
10:00	Welcome, introduction and agenda review
10:30	Warm-up activities and speed networking
11:00	Introduction to Open Space & agenda setting

11:30	Coffee/tea break
12:00	Plenary: Arun Chaudhary Satire as a weapon: How can we use humour for campaigning?
13:00	Lunch
14:00	Peer presentations <ul style="list-style-type: none"> <li>• Arrange to host a peer presentation/workshop on the application form or by agreement after applying.</li> </ul>
14:45	Open Space knowledge exchange A <ul style="list-style-type: none"> <li>• Scheduled based on participant input each morning</li> </ul>
15:45	Coffee/tea break
16:15	Open Space knowledge exchange B <ul style="list-style-type: none"> <li>• Scheduled based on participant input each morning</li> </ul>
17:15	<a href="#">Ignite talks</a> (7 min each) <ul style="list-style-type: none"> <li>• Arrange to give an Ignite talk on the application form or by agreement after applying. See <a href="#">what it takes to deliver an ignite-style talk</a>.</li> </ul>
18:00	<a href="#">Speed pitching &amp; social</a>  Service providers and consultants tell you what they offer, answer your questions and/or take your feedback. 5 minutes per table then rotate. Free drinks (wine, beer, soft drinks)
19:00-20:00+	Dinner
21:00+	Social
<b>Thu Oct 24</b>	<b>Campaign Forum 2024 – Day two</b>
	<b>Day two sessions</b>
08:30	Arrival, coffee/tea, informal discussions
09:00	Day two agenda review, pulse check and agenda setting
09:30	Open Space knowledge exchange C <ul style="list-style-type: none"> <li>• Scheduled based on participant input each morning</li> </ul>

10:30	Open Space knowledge exchange D <ul style="list-style-type: none"> <li>• Scheduled based on participant input each morning</li> </ul>
11:30	Coffee/tea break
12:00	Plenary: Speaker to be confirmed
13:00	Lunch
14:00	Open Space knowledge exchange E <ul style="list-style-type: none"> <li>• Scheduled based on participant input each morning</li> </ul>
15:00	Coffee/tea break
15:30	Teach-in: share skills or knowledge with others <ul style="list-style-type: none"> <li>• Arrange to host a Teach-in on the application form or by agreement after applying.</li> </ul> <p>To be confirmed based on participant contributions (participants propose a presentation in the application or later)</p>
16:30	<a href="#">Ignite Talks</a> (7 min each) <ul style="list-style-type: none"> <li>• Arrange to give an Ignite talk on the application form or by agreement after applying. See <a href="#">what it takes to deliver an ignite-style talk</a>.</li> </ul>
17:30	<b>Event formally ends</b>
19:00+	Ad-hoc dinner and drinks in near venue – self-organized for those staying around

Please keep in mind that there might be last-minute changes to the schedule. We'll keep you informed if that should happen.

The plenary with your presentation is planned for Thursday, Nov 8<sup>th</sup> from 12pm to 1pm. We recommend planning with a presentation of 30-40 minutes to leave some time for questions after.

## Accommodation information

The **Pension Tempelhof** is located in 10 minutes walking distance of the UfaFabrik. You can book a double-room including breakfast for 100€ for one person or 105€ for two persons if you want to share the room with your colleague. **Contact us if you're interested** and we can organize your stay there.

If you want to organize accommodation yourself, there's a few other options close to the UfaFabrik that you can choose from:

Just a 10-minute metro ride away from the UfaFabrik is the **limehome Berlin Luise-Henriette-Straße**. Their apartment prices start from 95€. You can book your room [here](#).

The **Motel Home Berlin** can be reached in 30-minutes by metro from the UfaFabrik. Apartment prices also start from 95€ per double room and you can book a room [here](#).

## Travel information

The event will take place at Berlin's historic UfaFabrik.

The address is: Viktoriastraße 10-18, 12105 Berlin

### Getting to Berlin

We encourage all participants to choose a sustainable travel option when planning their journey to BCF. There's a variety of good international train and coach connections to Berlin. There are also a couple of night trains available, that may bring you comfortably to Berlin while being asleep. We have adjusted the conference schedule to make sure all night train connections could be used.

Depending on where you travel from, you can choose the best connection from our list via <https://campaignforum.eu/planningyourjourney/>

### Getting to UfaFabrik by local transport

**From Berlin Hbf:** Go to the upper deck of the station and take any eastbound S-Bahn (S3 to Erkner, S5 to Hoppegarten, S7 to Ahrensfelde, S9 to BER), change at the next stop (Friedrichstrasse) to U6 to Alt-Mariendorf (southbound). Exit U6 the 11th stop at "Ullsteinstraße". Take the rear exit ("ufaFabrik" should now be indicates on signpost) and walk straight on for about 200m. (28 min.)

**From Berlin Gesundbrunnen:** Take either S42 Ring anti-clockwise or S1 to Wannsee (southbound). In the S42 change at the next stop (Wedding) to U6 to Alt-Mariendorf (southbound). In the S1 exit the 4th stop (Friedrichstrasse) to U6 to Alt-Mariendorf (southbound). Exit U6 at "Ullsteinstraße". Take the rear exit ("ufaFabrik" should now be indicates on signpost) and walk straight on for about 200m. (35 min.)

**From the central coach station (Messegelände/ZOB):** Walk 400m to the S-Bahn station "Messe Nord/ICC" (or take the eastbound M42 Bus to Zoologischer Garten for one stop)

Take the S42 Ring anti-clockwise and change at the 8th stop (Tempelhof) to U6 to Alt-Mariendorf (southbound). Exit U6 at the 3rd stop "Ullsteinstraße". Take the rear exit ("ufaFabrik" should now be indicated on signpost) and walk straight on for about 200m. (37 min.)

**Tickets:** If your train ticket shows "Berlin +City" as destination, your trip from/to the station by local transport is covered. Otherwise get yourself a ticket for the AB zone.

**From BER Airport:** There are different connections, depending on your arrival time, which take between 48-57 Minutes. Please check here for a suitable connection:  
<https://www.bvg.de/en/connections/connection-search>

**Tickets:** For trips from/to the BER Airport by local transport you need an ABC zone ticket for most connections.

## **Any questions or assistance needed?**

Don't hesitate to contact our team:

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**Lastly, we'd like to thank you for accepting our invitation to speak. We're thrilled to have you and can't wait to meet you in person in October!**