

# ADVOCACY BOOTCAMP

Educational Complex – Campus da Penha,  
Universidade do Algarve  
Faro, PORTUGAL

**28 - 29 JUNE 2018**

#MEDOE

[www.interreg-med.eu](http://www.interreg-med.eu)

[www.interreg-sudoe.eu](http://www.interreg-sudoe.eu)



## The lobbyist kit

Do you have everything YOU NEED ?



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**2 days, 4 trainers, 5 testimonials, 120 participants, 2 European Cooperation Programmes...**

**Your mission, if you accept it, will train you in the topics of #communication and #promotion of projects and therefore, guarantee your #SUCCESS.**

The Interreg Sudoe and Interreg MED Programmes will jointly hold a boot camp training on promotion and lobbying, to support approved projects in their marketing and capitalisation actions.

During two days, participants will benefit from practical training in strategy, political influence, storytelling and digital communication; partners and professionals testimonials from different perspectives will complement the trainers.

Given the restricted number of places, this training is preferably targeting partners in charge of capitalisation and/or communication of their projects.

All participation expenses are eligible.

Due to the high season in June in Faro, there are very few accommodations available. Therefore, we advise you to register as soon as possible and book your accommodation immediately upon receiving the confirmation email.

Looking forward to meeting you ;) #MeDoe

**WHERE?**

Educational Complex – Campus da Penha,  
Universidade do Algarve, Faro, PORTUGAL  
([Google maps](#))

**WHO?** Approved projects of both programmes.  
Preferably partners in charge of capitalisation and/or communication.

**HOW MANY?** 120 participants

**LANGUAGES?** English (simultaneous translation will not be provided)

**[Register HERE](#)**



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## Thursday, 28<sup>th</sup> June – draft programme

09.00	REGISTRATION
09.30	Interreg MED & Interreg Sudoe: presentation of the programmes and their tools / training expectations.
10.00	EU advocacy: overview and resources Q&A
10.45	Good project practice (MED project) tbc
11.15	Good project practice (SUDOE project) tbc
11.45	COFFEE BREAK
12.15	Good project practice (MED project) tbc
12.45	Good project practice (SUDOE project) tbc
13.15	Q&A
13.30	LUNCH
15.00	4 simultaneous workshops: A - Building your advocacy strategy: networking & contacts B - Influencing policy-makers: your project as driver for political changes C - Creating your project narrative: emotional storytelling D - Digital advocacy: the power of social media
16.30	COFFEE BREAK
17.00	4 simultaneous workshops (repetition)
18.30	Conclusions of the first day
20.00	<b>Dinner (not complimentary)</b>



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## Friday, 29<sup>th</sup> June – draft programme

<b>8.30</b>	REGISTRATION
<b>09.00</b>	Welcome
<b>09.30</b>	A day with an advocacy officer Q&A
<b>10.00</b>	Practical exercise (tbc with the speakers)
<b>11.45</b>	COFFEE BREAK
<b>12.15</b>	Exercise review – comments from the speakers
<b>13.00</b>	Conclusions/ wrap-up



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## REGISTRATION

Sign up for to arm yourself with the tools that will open the doors only the best professional lobbyists can open.

### Registration

→ Please note that registrations will be targeted mainly to communication and capitalisation managers of the projects and just one single person per project. Room capacity is limited.

After registering an email will be sent to you. We advise you not to take any travel arrangements prior to the confirmation message.

**DEADLINE for registration: JUNE 15**

Contacts for any information:

**Interreg MED**

[programme\\_med@regionpaca.fr](mailto:programme_med@regionpaca.fr)

**Interreg SUDOE**

[scsudoe@interreg-sudoe.eu](mailto:scsudoe@interreg-sudoe.eu)







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## VENUE

**Educational Complex – Campus da Penha,  
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Faro, PORTUGAL**

Tel: +351 289 800 192

**Entrance 1:** Estrada da Penha  
**Entrance 2:** Avenida Cidade de Hayward

## TRANSPORTS

Bus 18 – destination and bus stop  
“Universidade – Penha”





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## ACCOMODATION

We recommend to book as soon as possible, since it is the high season in Faro. If these hotels are full, consider hotel options in Olhão (a town just a few km away from Faro) or Airbnb.

Although the venue is located outside the city center, it is not far and it is easily accessible through public transportation.

### Hotel Eva ★★★★★

Av. da República 1,  
8000-078 Faro

tel: +351 289 001 000

<http://www.ap-hotelsresorts.com/en/our-hotels/eva-hotel/hotel-eva>

E-mail: [rec.eva@ap-hotelsresorts.com](mailto:rec.eva@ap-hotelsresorts.com)

### Hotel Faro & Beach Club ★★★★★

Praça D. Francisco Gomes 2,  
8000 168 Faro

tel: +351 289 830 830

<http://www.hotelfaro.pt>

Bookings: [reservas@hotelfaro.pt](mailto:reservas@hotelfaro.pt)

### Hotel Monaco ★★★★★

Rua João Baptista Severino  
Urb. Monte da Ria – Montenegro  
8005-237 Faro

Tel: + 351 289895060

<http://www.hotelmonaco.pt>

### Best Western Hotel Dom Bernardo ★★★★★

Rua General Teófilo da Trindade 20,  
8000-356 Faro

tel: +351 289889800

<https://www.bestwestern.fr/fr/hotel-Faro-Best-Western-Hotel-Dom-Bernardo-72064>

### Faro Boutique Hotel ★★★

Rua do Bocage 66,  
8000-297 Faro

Single bookings: +351 289 037 300

Group booking: +351 289 037 300

<http://www.faroboutiquehotel.pt/faro-boutique-hotel>

E-mail: [frontoffice@faroboutiquehotel.pt](mailto:frontoffice@faroboutiquehotel.pt)

Bookings email: [reservations@faroboutiquehotel.pt](mailto:reservations@faroboutiquehotel.pt)





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**Aqua Ria Boutique Hotel** ★★★

Rua da Marinha 12,  
8000-306 Faro

tel: +351 289 810 150

<http://www.aquariaboutiquehotel.pt/>

**Stay Hotel Faro Centro** ★★★

Rua de Portugal N°17,  
8000-281 Faro

tel: +351 289 898 080

<http://www.stayhotels.pt/pt/nossos-hoteis/faro.html#>

**Hotel Ibis Faro** ★★

Rua Poeta Antonio Aleixo, 204,  
8005-174 Faro

tel: +351 289 893 800

[www.ibishotel.com](http://www.ibishotel.com)

E-mail: [h1593@accor.com](mailto:h1593@accor.com)

**Hotel Afonso III** ★★

Rua Miguel Bombarda 64,  
8000-394 Faro

tel: +351 289 803 542

<http://hotelafonso.pt/>

E-mail: [info@hotelafonso.pt](mailto:info@hotelafonso.pt)

**MariaHouse**

Rua Castilho, 70

8000-247 Faro

tel: +351 910 710 526

