

LEADER

## PLANNING OF A CAMPAIGN IN THE HEALTH FIELD: CONCEPTS AND STRATEGIES



### General Info

**Date:** Monday, June 30, 2025

**Location:** Alpha Hotel, Rue du Simplon 13, Fribourg

**Time:** 09.30-17.15



### What you will learn:

- Understand different types of health campaigns
- Distinguish between campaigning, lobbying, and communications
- Analyze campaign objectives, stakeholders, and strategies
- Design and present your own campaign approach



### Instructors:

**Benoît Gaillard** is a Member of the Swiss National Council and Head of Communications at the Swiss Labour Union Federation, with experience as a political consultant and former Chief of Staff in Vaud.

**Simon Zurich** is the Founder of the communications and lobbying agency Les Tailleurs, with prior roles at furrerhugi and in parliamentary support.



The day includes a networking lunch, an optional social program, and a certificate of attendance for all participants.

**Scan for program & registration**

More info at: [www.ssphplus.ch](http://www.ssphplus.ch)

