

LEADER

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



General Info

Date: Monday, June 30, 2025

Location: SSPH+ Office, Hirschengraben 82, 8001 Zürich

Time: All-day event



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

