
« Planning of a campaign in the health field: concepts and strategies »
June 30th, Fribourg

Learning outcomes

From a long-term effort to change the eating habits of the general population, to targeted influence on the allocation of resources by a public authority, to involvement in a parliamentary process: a “campaign” can be any organized effort to achieve an objective, usually social or political.

The aim of this course is to familiarize students with the various meanings campaigning may have in the healthcare field, which differ among other things according to their initiators, methods and targets. By acquiring the basic analytical concepts of campaign planning and execution, participants become able to understand the campaign processes they are confronted with and lay the foundations for planning and launching their own approach.

Agenda

9.00	Getting started : icebreaker introduction
9.15	Campaigning, lobbying, communications: what are we talking about?
10.15	Coffee break
10.30	Case studies with interactive Q & A's
12.00	Lunch break
13.45	Presentation of practical cases for team work
14.00	Work on practical cases in small teams
15.00	Coffee break
15.15	Report session
16.00	Conclusions and outlook
16.45	End

About the hosts

Benoît Gaillard is the Head of communications at the Swiss Labor Union Federation and also works as a free-lance political consultant and op-ed columnist with various media outlets. Previously, he was the chief of staff to the President of the Canton of Vaud.

Simon Zurich is the founder and managing partner of the Berne-based communications and lobbying agency Les Tailleurs. Previously he worked as a senior consultant at the renowned agency furrerhugi and as a assistant to a member of Parliament.