



CALD PARTY MANAGEMENT WORKSHOP

BEST PRACTICE SHARING ON

Political Management, Branding & Leadership Development

Taipei, Taiwan | 7-11 June 2018

CONCEPT NOTE

"Leadership and learning are indispensable to each other."

– John F. Kennedy

Since 2007 CALD, as a network of political parties, has placed a premium in focusing on party development in its programs. Over the years, CALD has already organized training workshops on grassroots organizing, political party finance, strategic campaigning and strategic planning, among others, to continue to improve party processes and operations and sustain growth and learning among members. These activities continue to support CALD parties in their quest to win elections and offer practical liberal solutions to people's real problems.

With this year's theme "Best Practice Sharing on Political Management, Branding & Leadership Development," CALD will explore the fundamental lessons drawn from the experience of South Africa's official opposition party, the Democratic Alliance, and its journey in addressing organizational challenges and harnessing its successes since the first democratic elections in 1994. The DA is a member of Liberal International (LI) from which CALD is a cooperating organization.

The workshop, more specifically, aims to: 1) learn from the best practices in terms of political management, professionalization of the party, branding, and leadership development; 2) expose the CALD delegation to current political developments in other political democratic parties all over the world and their possible relevance to the Asian political party experience; and 3) assist the parties in producing a brand guide that will help develop their party's vision, communications, and focus on the target market. This event is hosted by the Democratic Progressive Party (DPP) of Taiwan with the support of the Friedrich Naumann Foundation for Freedom (FNF).

Target Group:

Twenty five to thirty participants from CALD member parties (leaders, party managers and senior staff members involved in party operations, communications, and campaigns) will attend.





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Workshop Facilitator:



Marike Groenewald is a facilitator and consultant of Leadership Development. She previously served as Executive Director of the Democratic Alliance: Development, Learning & Training. She was responsible for the development and learning needs of almost 700 members of staff and nearly 2000 public representatives. Marike also served for nearly eight years as the Director of the DA's Young Leaders Programme, the party's flagship year-long leadership development course and the only programme of its kind in the world. She works with leaders, political parties, think tanks, NGOs, and companies around the world and regularly facilitates seminars at the

International Academy for Leadership in Germany. Her clients have included Old Mutual, Stellenbosch University, Zoon, the Friedrich Naumann Foundation for Freedom, the Africa Liberal Network, the UK Liberal Democrats and numerous high-level leaders in these organisations.

She holds a Masters Degree in Law from Stellenbosch University. In 2015, Marike was selected as one of the Mail and Guardian's 200 young South Africans. She is a fellow of the 2016 Westerwelle Foundation's Young Founders Programme.





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PROGRAM OF ACTIVITIES

7 June 2018, Thursday

Variable Arrival of delegates

Hotel check-in

Grand Hotel Taipei

*No. 1, Section 4, Zhongshan N Rd, Zhongshan District,
Taipei City, Taiwan 104*

Note: There is a free shuttle bus service every 30 minutes for guests from the hotel to MRT Yuanshan Station and MRT Jiantan Station. Please refer to the pre-departure guidelines for maps and schedule.

19:00 – 21:00 Welcome Dinner

12F Kunlun Hall, Grand Hotel Taipei

Welcome Remarks

Ms. Hsu Chia-ching

Deputy Secretary General
Democratic Progressive Party, Taiwan

Introduction of CALD Member Parties and Partner Organizations

8 June 2018, Friday

Workshop Proper

Venue: 10F Chang Chin Room, Grand Hotel Taipei

08:30 – 09:00 Registration





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09:00 – 09:30

Welcome Remarks

Dr. Lo Chih-Cheng, MP

Director, Department of International Affairs
Democratic Progressive Party, Taiwan

Mr. Armin Reinartz

Head of Office, Global Innovation Hub & Greater China Unit
Friedrich Naumann Foundation, Hong Kong

Opening Address

Mr. Hung Yao-fu

Secretary General
Democratic Progressive Party, Taiwan

09:30 – 10:45

Introductions & Ice Breakers
Objectives & Expectations

Ms. Marike Groenewald

Facilitator and Consultant of Leadership Development
Former Executive Director of the Democratic Alliance:
Development, Learning & Training

10:45 – 11:15

Morning Tea Break and Expertise Gallery Walk

11:15 – 13:00

Session I – Party & Context Analysis

In this session, delegates will analyse and share the visions, strengths and weaknesses of CALD member parties. They will give thought to the contexts these parties operate in, and the impact of that context on the organisation. They will begin to make initial assessments of where the parties are responding well to external and internal challenges, and where they feel the key gaps are for further learning and development.

Workshop Method: Survey & feedback





Co-facilitator:

Mr. Armin Reinartz

Head of Office, Global Innovation Hub & Greater China Unit
Friedrich Naumann Foundation, Hong Kong

13:00 – 14:00

Lunch

14:00 – 16:00

Session II – The Case Study of the Democratic Alliance (DA)

The Road to Professional Politics & Becoming a Movement

Participants will learn about the journey of the Democratic Alliance, since South Africa's first democratic election in 1994. This journey includes why and how the party rebranded, the nationwide and comprehensive professionalization of the organization, how the current structure of the party is linked to its 2019 National Election objectives, and the lessons the organization has learnt in the process.

Workshop Method: Input, Q&A

Video Conference via Zoom:

Mr. Warwick Chapman

Executive Director, Democratic Alliance

16:00 – 16:30

Afternoon Break

16:30 – 17:30

Consolidating Learnings & Closing Round

Participants are invited to reflect on their core learnings following this case study. They are encouraged to find ways through which to apply these learnings and take-outs practically in their own organizations.

18:30 – 18:45

Meet at the hotel lobby and departure for dinner



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Mao Yuan Restaurant

No. 185, Section 2, Chang'an East Road, Zhongshan District
Taipei City, Taiwan 104

9 June 2018, Saturday

Workshop Proper

Venue: 10F Chang Chin Room, Grand Hotel Taipei

08:30 – 09:00

Registration

09:00 – 09:30

Recap of the previous day
Morning Clicks

09:30 – 11:00

Political Branding & Brand Archetypes
Why, What & How

Workshop Method: Input, Q&A, Online Assessment

11:00 – 11:30

Morning Break

11:30 – 12:30

Party 'Brand Guide' Development

In this session, participants will have the opportunity to, in groups, develop brand guides for their respective parties. A brand guide is a document supporting people in the organization to apply the brand of the party consistently and correctly. Participants will give thought to developing their party's vision, personality and tone for communication, as well as explore target markets and the issues these target markets care about.

Workshop Method: Pair Work

12:30 – 13:30

Lunch

13:30 – 15:00

Party Brand Guide Development
(with working break)





15:00 – 15:30 Reflection on Learnings

15:30 – 17:00 **Becoming a Learning Organisation**
People Development in Politics

Participants are invited to explore people development in political organisations, considering the disciplines of learning organisations, as set out by Peter Senge, and with examples of medium-long term interventions and lessons learnt by the Democratic Alliance.

Workshop Method: Input, Q&A

17:00 – 17:30 Next Steps & Commitments

17:30 – 18:00 **Closing Remarks**

Dr. Lo Chih-Cheng, MP
Director, Department of International Affairs
Democratic Progressive Party, Taiwan

Distribution of Certificates

18:00 – 18:30 Workshop Evaluation

Free Night

10 June 2018, Sunday
Study Tour

09:30 Meet at the hotel lobby

10:00 – 12:00 Tour of the Grand Hotel

12:00 – 14:00 Lunch





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Yong Bao Restaurant

Central Broadcasting Station Restaurant
B1, No.55 Bei'an Road, Zhongshan District

14:00 – 17:00 Visit the National Palace Museum

17:30 – 19:00 Farewell Dinner

Wendel's German Bakery & Bistro

No. 11 Alley 22, Lane 513, Ruiguang Road
Neihu District, Taipei City 114

Farewell Remarks and the Next Steps

Mr. Celito Arlegue

Executive Director
Council of Asian Liberals and Democrats

Ms. Hsu Chia-ching

Deputy Secretary General
Democratic Progressive Party, Taiwan

11 June 2018, Monday

Variable Departure

