



**FRIEDRICH NAUMANN
FOUNDATION** For Freedom.
Southeast and East Asia

**10th CALD Communication Workshop for CALD Women's Caucus
Communication Training for Female Liberal Leaders
27 September – 1 October 2019
Kuala Lumpur, Malaysia**

CONCEPT NOTE

Since 2003, the Council of Asian Liberals and Democrats (CALD) has been regularly conducting communication workshops for its member-parties. The workshops have been a response to the perceived need of political party leaders to constantly update their knowledge and skills in political communication in the context of rapidly changing information and digital technology and its implications for campaigning, lobbying and governing. Nine (9) workshops were previously organized under the CALD Communication Workshop Series, the details of which can be found below:

No.	Year	Venue	Theme
1 st	2003	Manila, Philippines	<i>Political Communication for Liberal and Democratic Parties in Asia: Developing a Communication Strategy for CALD</i>
2 nd	2004	Phnom Penh, Cambodia	<i>The Media in Electoral Campaigns</i>
3 rd	2005	Kuala Lumpur, Malaysia	<i>Political Parties and the Internet</i>
4 th	2006	Taipei, Taiwan	<i>Political Communication in the Digital Age</i>
5 th	2007	Manila, Philippines	<i>Political Campaign Communications for Asian Liberal and Democratic Parties</i>
6 th	2009	Hong Kong, SAR	<i>Strengthening Political Communication and Campaigns: Asian Democracies in the Age of Web 2.0</i>
7 th	2012	Siem Reap, Cambodia	<i>Strategic Political Communication for Youth Candidates</i>
8 th	2015	Manila, Philippines	<i>Political Communication, Elections and Governance</i>
9 th	2017	Phnom Penh, Cambodia	<i>Dealing with the Media: Common Rules, Different Contexts</i>

For its 10th installment, the series adopts the theme “Communication Training for Female Liberal Leaders”. The overall objective is to enhance the communication skills of current and upcoming

female liberal leaders from CALD member-parties and partners. More specifically, the training hopes to:

- elevate the participants' ability to communicate their Liberal message to voters;
- renew their Liberal passion;
- assist in their personal leadership development; and
- expand the participants' network of likeminded and talented women.

The three-day training on 28-30 September (with an introductory keynote during the welcome dinner on 27 September) will be facilitated by the Speech Republic – a globally renowned training bureau based in Amsterdam, The Netherlands (<https://speechrepublic.nl/en/>). CALD's partner, the Friedrich Naumann Foundation (FNF) has been working with the Speech Republic for the last three years and it continues to receive great feedback from the individuals that it works with - including Philippine Vice President Leni Robredo and the leader of opposition party in South Africa, Mmusi Maimane. Speech Republic is guaranteeing an impactful, insightful and transformative experience in a positive and welcoming environment for all the participants.

This event, which is scheduled to take place on **27 September – 1 October 2019** in **Kuala Lumpur, Malaysia**, is organized by CALD in cooperation with its member-party, the Parti Gerakan Rakyat Malaysia (PGRM), and the FNF.

On 27 September, a one-day preparatory meeting among key CALD Women's Caucus and CALD Secretariat officials, and resource persons from other organizations, will also take place on the proposed Asian Women Education (AWE) for Leadership. AWE is envisioned to become an innovative and transformative training programme for promising women leaders in Southeast and East Asia who aspire to enter politics. The programme, which is slated to be launched in 2020, targets a combination of up-and-coming non-affiliated female leaders and women members of CALD parties who are expected to contest a national or local election. The preparatory meeting hopes to achieve the following objectives:

- discuss the concept of AWE, including the rationale, specific objectives, schedule, among others;
- identify the module topics and sequence for the programme, as well as the prospective writers and trainers; and
- finalise the launch of the programme, together with the plans to ensure its sustainability.

A half-day public conference in cooperation with SEDAR Institute will also take place on 28 September. With the theme "Future of Leadership: Women Leading for Inclusion and Diversity", the conference hopes to gather women leaders from Malaysia and other countries who are frontrunners in fostering inclusion and diversity.

Overall Project Objectives: Through the public conference on inclusion and diversity, CALD hopes to contribute to the analysis of one of the most controversial and timely issues today in Malaysia and the broader Asian region. Considering the resonance of the topic, it is also hoped that the attendance of the general Malaysian public and members of the media, coupled with the conference's online coverage, would boost the number of CALD's Facebook followers.

The Speech Republic training and the AWE are envisioned to address the need of CALD member-parties for skills training. The former is focused on improving public speaking skills of women leaders, which is one of the skills that the AWE hopes to incorporate in its innovative and

transformative curriculum. Through AWE, all the trainings of the CALD Women Caucus will be systematized into an effective ladderized programme for women leaders in politics. In so doing, it is hoped that the participants will rate these programmes positively in terms of prospective impact to their political work. Hopefully, they will also be encouraged to replicate the public speaking trainings in their respective political parties.

Participants: 8-12 current or upcoming female liberal leaders from CALD member-parties and partners for the training; 50 members of the Malaysian general public for the public conference; 1 AWE facilitator; 2 Speech Republic trainers; 3 members of the CALD Secretariat

Language: English (Participants are expected to be comfortable in expressing themselves in English)

Schedule of Activities (27 September, Friday)

Arrival / AWE Preparatory Meeting / Welcome Dinner

Variable	<p>Arrival and Check in at the hotel</p> <p>Hilton Kuala Lumpur No 3, Jalan Stesen Sentral, Kuala Lumpur, 50470, Malaysia +60 3 2264 2734 +60 3 2264 2264 Kuala-lumpur.hilton.com</p>
08:30-17:00	<p>Asian Women Education (AWE) for Leadership Preparatory Meeting (by invitation) <i>Venue: Exchange A, Level 6, Hilton Kuala Lumpur</i></p> <p><i>This preparatory meeting will gather CALD Women’s Caucus officials, resource persons from various organizations to discuss the structure and process of the proposed AWE Programme. A facilitator will guide the discussions.</i></p> <p>*****</p> <p><i>Registration</i> 08:30 – 09:00</p> <p>*****</p> <p><i>Welcome and Why We Are Here</i> 09:00 – 09:20 Jayanthi Devi Balaguru Chairperson, CALD Women’s Caucus President, International Network of Liberal Women, <i>Malaysia</i></p> <p>*****</p> <p><i>Structure of the Meeting and Process</i> 09:20 – 09:30 Tesa Casal de Vela Executive Director, Women and Gender Institute Miriam College, <i>Philippines</i></p> <p>*****</p>

Self Introductions

09:30 – 10:30

Coffee/Tea Break

10:30 – 10:45

Venue: Sentral Ballroom Foyer, Level 6, Hilton Kuala Lumpur

Identifying Imperative Issues of Women Leaders

10:45 – 12:30

Lunch

12:30 – 13:30

Venue: Vasco, Lobby Level, Hilton Kuala Lumpur

Learning from Existing Leadership Programs for Women

13:30 – 15:00

Africa Liberal Network's Women's Leadership Programme

Nangamso Kwinana

Coordinator, Africa Liberal Network, South Africa

European Women's Academy (EWA) for Political Leadership and Campaigning

Stefka Miteva *(through Skype)*

Coordinator Regional Dialogue Programmes & Project Management

Friedrich Naumann Foundation for Freedom

Regional Office East and Southeast Europe, Bulgaria

Women and Gender Institute

Tesa Casal de Vela

Executive Director, Women and Gender Institute

Miriam College, Philippines

Coffee/Tea Break

15:00 – 15:30

Venue: Sentral Ballroom Foyer, Level 6, Hilton Kuala Lumpur

Visioning AWE for (Women's) Leadership

15:30 – 16:30

Gallery Viewing of Visions

16:30 – 16:45

	<p>*****</p> <p><i>Closing Session</i> 16:45 – 17:00</p> <p>*****</p>
18:00-21:00	<p>Welcome Dinner <i>Venue: Chynna, Level 5, Hilton Kuala Lumpur</i></p> <p><i>Welcome Remarks</i></p> <p>Jayanthi Devi Balaguru Chairperson, CALD Women’s Caucus President, International Network of Liberal Women, <i>Malaysia</i></p> <p><i>Speech Republic’s Introductory Keynote: “The Future is Female”</i></p> <p>Natascha Jacobsz Speech Republic Coach, <i>South Africa</i></p> <p>Monique Renuka Speech Republic Coach, <i>The Netherlands</i></p>

Schedule of Activities (28 September, Saturday)

Public Conference / Speech Training Day 1 / Dinner

06:00-08:00	<p>Breakfast <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i></p>
08:00-08:30	<p>Registration for the Public Conference <i>Venue: Accord Network, Level 6, Hilton Kuala Lumpur</i></p>
08:30-12:00	<p>Future of Leadership: Women Leading for Inclusion and Diversity <i>A Public Conference in cooperation with SEDAR Institute</i></p> <p><i>Malaysia is one of the most multiethnic and multicultural countries in the Asian region. For this reason, diversity and inclusion have always been presented as societal goals, and attempts have been made to ingrain these values into the national consciousness. But is Malaysia of today truly accepting and respectful of inclusion and diversity?</i></p> <p><i>In terms of gender, for example, the Global Gender Gap Report 2018 shows that despite gains in women representation in parliament, Malaysia -- ranked 101 out of 149 countries -- has the lowest ranking among Southeast Asian nations (SEA) [The rankings of other SEA countries are as follows: Philippines (8); Lao PDR (26); Singapore (67); Thailand (73); Vietnam (77); Indonesia (85); Myanmar (88); Brunei Darussalam (90); and Cambodia (93)]. While the country has closed the gender gap in educational attainment, it has to do more in terms of health and survival, economic participation and opportunities and political empowerment.</i></p> <p><i>Taking this into account, the public conference analyses the current context of Malaysia in terms of advancing inclusion and diversity through a panel discussion, and then looks at the cases of women, through a series of TED-style talks, who successfully break down barriers and shatter glass ceilings to make their societies</i></p>

more inclusive and pluralistic.

This public conference is organized in cooperation with Socio-Economic Development and Research (SEDAR) Institute, PGRM's think tank.

*Welcome Remarks
08:30 – 08:45*

Zhi Yi Ooi

Chief Executive Officer, SEDAR Institute, *Malaysia*

Janice Wong Oi Foon

Wanita Chief
Parti Gerakan Rakyat Malaysia, *Malaysia*

Almut Besold

Head of Office, Indonesia and Malaysia
Friedrich Naumann Foundation for Freedom, *Germany*

*Keynote Address
08:45 – 09:15*

*Panel Discussion
09:15 – 10:15*

Session Chair

Jayanthi Devi Balaguru

Chairperson, CALD Women's Caucus
President, International Network of Liberal Women, *Malaysia*

Panelists

Majidah Hashim

Communications Manager
Sisters In Islam, *Malaysia*

Chompoonute Nakornthap

Member, Foreign Affairs Committee
Democrat Party, *Thailand*

Nangamso Kwinana

Coordinator, Africa Liberal Network, *South Africa*

*Coffee/Tea Break
10:15 – 10:30*

Venue: Sentral Foyer, Level 6, Hilton Kuala Lumpur

	<p><i>TED-Style Talks</i> 10:30 – 11:15</p> <p>Beng Climaco-Salazar Mayor, Zamboanga City Liberal Party, <i>Philippines</i></p> <p>Kajel Kaur Miss Earth Malaysia 2019, <i>Malaysia</i></p> <p>Siripa Nan Intavichein Chairperson, CALD Youth Democrat Party, <i>Thailand</i></p> <p>*****</p> <p><i>Closing Remarks and Call to Action</i> 11:15 – 12:00</p>
12:00-13:00	<p>Lunch <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i></p>
13:15	<p>Leave for Menara PGRM</p> <p>Menara PGRM 8 Jana Pudu Ulu, Cheras 56100 Kuala Lumpur, Malaysia + 60 3 9282 6398</p>
14:00-14:30	<p>Registration for the Speech Training <i>Venue: Central Committee Meeting Room, Menara PGRM</i></p>
14:30-15:00	<p>Opening Session</p> <p><i>Session Chair</i></p> <p>Audrie Frias Program Officer Council of Asian Liberals and Democrats, <i>Philippines</i></p> <p><i>Opening Remarks</i></p> <p>Jayanthi Devi Balaguru Chairperson, CALD Women's Caucus President, International Network of Liberal Women, <i>Malaysia</i></p> <p>Almut Besold Head of Office, Indonesia and Malaysia Friedrich Naumann Foundation for Freedom, <i>Germany</i></p> <p><i>Introduction of the Training, Trainers and Participants</i></p> <p>Natascha Jacobsz Speech Republic Coach, <i>South Africa</i></p>

	Monique Renuka Speech Republic Coach, <i>The Netherlands</i>
15:00- 16:15	Know thyself: The value of introspection and self-reflection in leadership communication (Part I)
16:15- 16:45	Group Photo Coffee/Tea Break <i>Venue: Central Committee Meeting Room Foyer, Menara PGRM</i>
16:45- 18:00	Know thyself: The value of introspection and self-reflection in leadership communication (Part II)
18:00- 18:30	Tour of Menara PGRM
18:30	Leave for dinner venue
19:00- 21:00	Dinner <i>Venue: Al Rawsha Middle Eastern Restaurant No. 8 Jalan Kampung Pandan, Kelab Golf di Raja Selangor, 55000 Kuala Lumpur, Malaysia</i>
21:00	Return to the hotel

Schedule of Activities (29 September, Sunday)
Speech Training Day 2 / Free Night

06:00- 08:00	Breakfast <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i>
08:00- 08:30	Registration <i>Venue: Accord Room, Level 6, Hilton Kuala Lumpur</i>
08:30- 10:30	<i>In the moment: Being fully connected and present when communicating (Part I)</i>
10:30- 11:00	Coffee/Tea Break <i>Venue: Sentral Foyer, Level 6, Hilton Kuala Lumpur</i>
11:00- 12:30	<i>In the moment: Being fully connected and present when communicating (Part II)</i>
12:30- 14:00	Lunch <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i>
14:00- 15:30	<i>I am, because you are: Deepening the connection with your audience (Part I)</i>
15:30- 16:00	Coffee/Tea Break <i>Venue: Sentral Foyer, Level 6, Hilton Kuala Lumpur</i>

16:00-17:30	<i>I am, because you are: Deepening the connection with your audience (Part II)</i>
	Free Night

Schedule of Activities (30 September, Monday)
Speech Training Day 3 / Farewell Dinner

06:00-08:00	Breakfast <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i>
08:00-08:30	Registration <i>Venue: Accord Room, Level 6, Hilton Kuala Lumpur</i>
08:30-10:30	<i>If it doesn't challenge, it doesn't change: Communicating with impact and with messaging that sticks (Part I)</i>
10:30-11:00	Coffee/Tea Break <i>Venue: Sentral Foyer, Level 6, Hilton Kuala Lumpur</i>
11:00-12:30	<i>If it doesn't challenge, it doesn't change: Communicating with impact and with messaging that sticks (Part II)</i>
12:30-14:00	Lunch <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i>
14:00-15:30	<i>From practice to preach(ing) – Putting the reflections, skills and insights gained during the training to (practical) use</i> Final Touches
15:30-16:00	Coffee/Tea Break <i>Venue: Sentral Foyer, Level 6, Hilton Kuala Lumpur</i>
16:00-17:30	<i>From practice to preach(ing) – Putting the reflections, skills and insights gained during the training to (practical) use</i> Time to Shine on the Podium (Participant Presentations)
17:30-18:00	Closing Session and Evaluation <i>Closing Remarks</i> Hng Chee Way Chairman of International Relations and Affairs Parti Gerakan Rakyat Malaysia Jayanthi Devi Balaguru Chairperson, CALD Women's Caucus President, International Network of Liberal Women
18:30	Leave the hotel for farewell dinner venue

19:00- 21:00	<p>Farewell Dinner <i>Hosted by Parti Gerakan Rakyat Malaysia</i> <i>Venue: Lodge Paradize Poolside</i> <i>Jalan Sultan Ismail, 2, Jalan Tengah, 50250 Kuala Lumpur</i></p> <p><i>Closing Keynote Address</i></p> <p>Dominic Lau Hoe Chai National President Parti Gerakan Rakyat Malaysia</p>
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Schedule of Activities (1 October, Tuesday)
Departure

06:00- 10:30	<p>Breakfast <i>Venue: Vasco, Lobby Level, Hilton Kuala Lumpur</i></p>
Variable	Departure and Check out of the hotel