

25 Authors And Campaigners. 48 Hours In Switzerland.

The World Campaigning Forum brings together some of the world's top strategists from industry, civil society and government to develop an integrated communications strategy that will help your organization realize changes and success. In addition we will select one of mankind's biggest challenges and work on a realistic solution as our contribution so that our world can become a better place.

From a nice place in Switzerland, you and your staff will spend two challenging days with the authors of trend-setting books that made a real difference in the way corporations and organizations address change, communication, marketing and corporate strategy. These authors are successful strategic thinkers and pioneers in their fields.

In addition you will spend these two days with campaigners who have helped e.g. elect presidents, launch new products, change national laws, free political prisoners, preserve the environment, rebrand corporations, educate children and ensure the rights of women around the world. Your organization emerges from this campaigning boot camp with a blueprint for action; and a newfound capacity for sustained, effective campaigning.

We are not your usual campaign team. We are dedicated to the idea that campaigning is a multidisciplinary science that wraps your entire organization around a single set of goals, and provides your staff with a toolbox for effectiveness. We are campaign pioneers, and for 48 hours we will be dedicated to your success. But the WorldCampaigningForum will be more for you than 48 hours with us in the laboratory of campaigning. You will have the opportunity to attend lectures, network with industry leaders and wander through exhibits showcasing the latest communications and marketing developments. And all of this takes place in a nice place in Switzerland.



powered by pro:campaigning

The World Campaigning Forum is powered by pro:campaigning, dedicated to creating a passion for effectiveness.

In a world where many are searching for more effective ways to achieve their goals and change through management and communications, campaigning offers an effective and efficient approach.

Campaigning is strategic, multi-disciplinary and holistic.

It is an expansion and an alternative to more conventional methods.

pro:campaigning is an international association with members from Austria, Germany, Switzerland and the United States. We have developed a definition of campaigning, standards of quality, a code of conduct and a certification program.

Anyone can become a member of pro:campaigning, providing they commit to our quality standards and code of conduct. Members benefit from knowledge exchange with our international network, access to internal information on theory,

practice and the latest tools. They are also given permission to publish on our blog: www.procampaigning.org

Choose the level of participation in the WorldCampaigningForum for your organization, your grantee, or for you:

Presidential Sponsor: €120,000

- Exclusive 48 hours with all our campaigners to develop a strategic plan for your initiative.
- Full access to all WorldCampaigningForum activities.
- A page for your organization on the WorldCampaigningForum web site, with a link to your home page.
- Participation in a final news conference.

Parliamentary Sponsor: €20,000

- Two hours with three of our campaigners to brainstorm ideas for your initiative.
- Full access to all WorldCampaigningForum activities.
- Opportunity to have a booth at the exhibit hall.
- Listing of your organization and logo on the sponsor's page of our web site, with a link to your home page.

Constituent Sponsor: \$1,000

- Participation in all WorldCampaigningForum activities.
- Opportunity to have a booth at the exhibit hall.
- Listing of **YOUR** organization and logo on the sponsor's page of our web site.



* NOTE: the authors of the books, as well as the NGOs in the visual above, have not all been invited so far or confirmed participation. They stand as symbolic representatives of book authors and NGOs.