

POLITICAL MARKETING, COMMUNICATION AND PUBLIC PERFORMANCE



Europe: Croatia, Zagreb

definition, communication as well as its contemporary characteristic. The second objective is to thread on political communication, communication guidelines and political communication efficacy principles, and that Party organization must trough in coming local elections in Croatia influence on the government or participate in the government. Efficacious political communication is important for Party structure and function of its official members. Next objective is thread on speech compositions and arguments and also about elements during public performance.

tical marketing, communication and public performance” must be held in every county organization till 28th of February 2009.

- CPP Political academy and its lecturers are available for the organization of seminars on this topic (on the field), if county organizations consider it necessary
- Work-shop „Public performance + filming“ will be organized in every regional alliance at the end of March/beginning of April 2009 for all candidates on future local election (head principles, mayors of cities and heads of Counties in Republic of Croatia).

All participants were tested in public performance in front of the camera. In work-shop all participants where training public performance in front of the journalist and camera. They answered on one question: „Why elector will vote for You?“. After filmed statement all presents were look over and make comments. Participants were also training face expression, view and gesticulation in front of the camera.



Partners:

- International Educational Center (IEC)
- Croatian People’s Party Political Academy (HNS)

Key stakeholder

The participants of this seminar are HNS Political Academy lecturers (trainers), and also other members from Croatian People’s Party. The priority of the Academy is to educate our elected officials about the problems and ways and techniques of solving them in county councils and governments, city councils and governments

and municipal councils and governments. CPP is lucky to have a number of people who have already learned this through their long years of involvement on all levels of local and regional politics and who are able to pass on this knowledge.

Funding

Croatian People’s Party Political Academy (HNS)

Objective of the Project

Objective of the Project is to deepen the knowledge on political marketing and its

National Impact of the Project

Excellent success on incoming local elections

Conclusion of the seminar

- All educational seminars named “Poli-

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