





Ambassadors for a Diverse Europe

Brussels, 07/12/2018



At a critical junction



A practical focus: HOW to ...



**Advocate for
a DIVERSE
EUROPE**



**via
social media**



**via
'traditional'
media**



Your ambassadorship

Direct

Relevant

Inspiring

Value(s)

Expert ambassadors

DIRECT





*Simplicity is
complexity resolved.*

RELEVANT

sowhat

- Who is your audience?
- What drives them?
- What channel to choose?
- How to tell your story?
- What is your 'hook'?

INSPIRING



The power of story telling

A screenshot of a YouTube video player. The video features Barack Obama looking at a tablet. Overlaid on the video is the text "EXCUSE #1" in a white box, followed by "I don't care about politics." in a white box. The video player interface includes a progress bar at 0:13 / 4:31, a play button, a volume icon, and a "SUBSCRIBE" button. The "attn: EXCLUSIVE" logo is in the top left corner. The video title "EXCUSE #1" is visible in the bottom right corner of the player area.

<https://www.youtube.com/watch?v=YGJoizYE4Js>

VALUE(S)



If you want Europe to be diverse, vote

Not a perfect but a
precious project

Not voting is voting

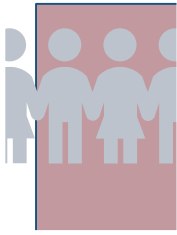
Vote for YOUR
Europe

EXPERT AMBASSADORS




Drivers of a democratic,
diverse Europe.


Individual reflection



Your most important audience



Your top three arguments (tailored)



3 best opportunities for ambassadorship ahead of the elections