

INSPIRE PROGRAMME



Women for Election is a non-partisan organisation whose vision is of an Ireland with balanced participation of women and men in political life. Our mission is to inspire and equip women to succeed in politics. Women for Election offers a tailored training and support programme to women seeking to enter public life; and provides and facilitates a cross-party network of political women, committed to equal representation of women and men in Irish politics.

Women for Election provides a selection of programmes and supports to inspire, equip and inform women to enter politics. Our 'inspire' programme is a one-day programme designed to provide an introduction to political life for interested women, focusing on campaigns, communications, and confidence.

COMMUNICATIONS

- **De-mystify** the media and provide participants with clarity about **how to access the media** and appropriate level of media for their campaign
- Provide an **introduction to the basic media tools** candidates will need for their campaign (press release, key messages for interview, soundbite etc)
- Provide **basic rules for message development** and **interview preparation**
- Provide a **framework** for participants in developing their **campaign communications plan**
- Leave participants with a sense of **what to do next** to get started

CAMPAIGNS

- **De-mystify** political campaigning
- Outline different kinds of political campaigns and build awareness of different **skills and tools** required (e.g. winning at party selection level vs. winning at election)
- Provide overview of key elements required to **design, build and deliver** a robust election campaign
- Provide some **basic planning tools** for participants in starting to plan a campaign
- Leave participants with a sense of **what to do next** to get started



CONFIDENCE/RESILIENCE

- **Identify** the nature of the confidence barrier and how it affects women in political life
- Explore the **elements of women's leadership** and connect them to participants personal experiences
- Connect participants with **experienced political actors** to learn from their individual experiences in building confidence and resilience
- Provide participants with some practical tools for **planning, prioritising and personal decision-making**, which will facilitate their political life
- Provide participants with some basic tools for building and strengthening their **personal resilience**
- Leave participants with a sense that running for political office is **something that they can do**

WHO SHOULD PARTICIPATE ON THE 'INSPIRE' PROGRAMME?

The 'INSPIRE' programme is open to all women with an interest in politics or public life. It is specifically targeted at:

- Women who have an **interest** in becoming more politically involved – as a campaigner or as a candidate – and who may consider putting themselves forward for election in the future
- Women with **leadership potential** outside of politics – in business, trade unions, or the community and voluntary sector – that seek to influence politics or may consider politics as a future avenue in their career

PROGRAMME DATES 2012:

8 September: Dublin
6 October: Limerick
24 November: Dublin

See www.womenforelection.ie or email inspire@womenforelection.ie for more information



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