

In November the important mid-term elections will begin which will be crucial for Donald Trump's "America First" - strategy towards the presidential election in 2020. The entire House of Representatives is up for election, and 43 out of 100 seats in the senate might change its owner. At the same time there is local elections and governor election in 36 states and territories.

Study trip to USA

MID-TERM ELECTIONS 2018

Join the tour and experience how **effective campaigns** are **organized** and **executed**. How organizations and companies **influence** and **support candidates**. How **agenda-setting coalitions** and **networks** in a complex political environment are developed, and how the **interests of powerful decisions makers** come to play during elections.

In addition, you will get a unique insight into the latest communication and campaign techniques that can strengthen you in your strategic communication.

We will zoom in on the political situation and what in encounters and how it can be useful for NGO's, companies and public institutions.

- How does different actors meet over a common agenda?
- The machinery in Trump-land *and much more...*

We have compiled an exciting program, with visits to both Washington D.C and Trump's core areas in the Rust Belt State of Ohio.

You will also experience high-impact think tanks, political analysts, lobbyist and other stakeholders as well as journalists and campaigners.

The trip will take place from the 3rd to the 9th of November 2018

We will begin in Ohio, where we will experience the preparation for the election. At election night, November 6th, we will participate in a grand election party in the city.

Hereafter we will visit the political navel of the US: Washington, where leading analysts will put perspective on the election results.

The study trip costs 29.500, - DKK. Ex VAT. This includes:

- ✓ Six nights in a single room incl. breakfast in the heart of Washington DC and Ohio
- ✓ Domestic flight from Ohio to Washington DC as well as transportation to and from the airport
- ✓ A full day trip to political rallies in Trump-land
- ✓ A five-day program with a focus on creating a strong network among the participants
- ✓ A start-up meeting in Copenhagen with a status-presentation of the US elections and a great opportunity to greet the other participants
- ✓ Joint meeting and de-briefing in Copenhagen after the trip

As a participant you will incur expenses for insurance as well as airline tickets to and from Denmark.

The trip is planned as a continuing education with a focus on knowledge sharing and competence development regarding the many aspects of political safeguarding of interests and strategic communication. In addition, networking between participants plays an important role - a network that can be used after returning to Denmark.

Participant profile: Business leaders, political advisors, communications advisors, organizers, PA and PR employees, journalists, and US-interested.

Further information and registration to:

christina@rudpedersen.com

M: +45 20 70 68 59

