

Messaging to build bargaining power

Agenda

Thursday 7 April 2022 (all times CEST):

- 15:00: meeting opens:
UNI Europa communications team and FES welcome participants and provide technical guidance for interpretation.
- 15:05: overview of the communications call series:
This call is part of a series of 6 communications focussed calls.
- 15:15: case study - insights from the SEIU's 32BJ (USA):
Amanda Torres-Price, Deputy Communications Director, will give us an overview of how messaging is used in their campaigns.
- 15:35: questions and discussion
- 16:00: energising our base and convincing the middle:
review of key concepts in messaging.
- 16:15: discussion
- 16:30: closing of the meeting

Thanks to support from the [FES Competence Centre on the Future of Work](#), we will be able to offer interpretation in English, French, Italian and Bosnian-Croatian-Montenegrin-Serbian (BCMS).

Further information and registration can be [found here](#).