



AERM Convention | VÄSTERÅS 2017

AGENDA

Friday, April 28th.

19:00 **Welcome dinner**

Restaurang Varda, Vasagatan 14, Västerås (www.restaurangvarda.se)

Saturday, April 29th.

07:00-09:00 **Breakfast at the hotel**

09:00-09:50 Welcome session, introductions and campaign updates (Chair: Sweden)

We will go around the room with each individual introducing themselves and each organisation giving a brief update on their campaigns.

09:50-10:00 Short break

10:00-12:00 Membership (Jenny Grenander)

This will be a practical workshop, looking at membership strategies and tools. We'll look at the theory behind membership development and the current methods and approaches of member organisations.

12:00-13:00 **Lunch**

Max, Retortgatan 16, Västerås (www.max.se)

13:00-13:15 Why we want to get rid of the monarchies

This is a brief after-lunch warm up. We'll go round the room for everyone to say why they want their country to be a republic.

13:15-15:00 Developing strategy (Jonas Wikström)

Jonas will take us through Sweden's strategy process over the past year and we'll all work on thinking about our own strategies. This will include thinking about SWOT analysis, priorities and how we make the most of limited resources.

15:00-15:15 Short break

15:15-17:00 Simple actions for small groups (Graham Smith)

This is a practical workshop, working on campaign ideas that can work on a low or zero budget. How do you move forward? What's the simplest kind of campaign that can make a difference? Come with your ideas!

18:00-20:00 Pub event

20:15-23:00 Dinner

Limone Ristorante Italiano, Stora Gatan 4, Västerås (www.limone.nu)

Sunday, April 30th.

07:00-09:00 Breakfast at the hotel

09:00-10:00 Staff session (staff only, to discuss practical day-to-day issues)

This is for the paid staff of member groups to discuss day-to-day operational issues and their experience as staff working on republican campaigns. Non-staff should aim to arrive at around 10am.

10:15-12:00 Getting in the media and handling interviews (Lars Jonsson & Floris Müller)

This session will look at how the media works and what they want from campaigners, as well as how to deal with the media when you get their attention. How do you handle media inquiries or write press releases? What's the best way to handle interviews?

12:00-13:00 Lunch at the hotel

13:00-14:00 Skills dating (Pia de Keyser)

Pia will help match you up with other attendees that can learn from you and who you can learn from.

14:00-15:30 Royal finances (practical work) (Michael Moore)

Michael will be taking you through the royal finances report and we'll all be working on putting as much detail into the report during the session. By the end of the session we should all know what's needed and who will go and find the missing data we need for the report.

15:30-15:45 Short break

15:45-17:00 AERM Committee Meeting

The committee meeting is to discuss the future of the AERM. The main item is the 2018 and 2019 conventions, as well as any other issues or projects we may wish to add to the agenda.

18:00-20:00 Dinner

Laxmi, Snickaregatan 1, Västerås (www.laxmiindisk.se)

20:45-late Walpurgis celebrations, Djäkneberget, Västerås

(The bonfire is lit at 21:00.)

Walpurgis Night

This is the night of the bonfire in Sweden, traditionally believed to ward off evil spirits, but now a festive way of getting rid of excess gardening odds and ends. It has very little to do with religion and everything to do with the arrival of spring. Walpurgis bonfires are part of a Swedish tradition dating back to the early 18th century.

Choral singing is a popular pastime in Sweden, and on Walpurgis Eve virtually every choir in the country is busy. Singing traditional songs of spring is widespread throughout the country. The songs are mostly from the 19th century and were spread by students' spring festivities.



AERM Committee Meeting

Agenda

- Updates from member groups [25 minutes]
- Ideas and follow up from the sessions [20 minutes]
- 2018 and 2019 Convention plans [20 minutes]
- Any other business [10 minutes]

The current schedule for conventions is:

2018: UK

2019: Denmark

2020: Belgium

2021: Norway

2022: Netherlands

2023: Spain

2024: Sweden