

Time to grab the attention!

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IEN / Environmental Pillar

Public Debate

1. Brainstorm

- Key asks
- Key messaging
- Key targets

2. Format

- Hustings / Q&A
- Interactive roundtable

3. Targets

- Politicians
- NGOs
- High Profile Figures
- Media



ENVIRONMENTAL PILLAR

**EUROPEAN
ELECTION**

PUBLIC DEBATES

26.04.19 • BUSH HOTEL CARRICK-ON-SHANNON
03.05.19 • WYNN'S HOTEL DUBLIN
10.05.19 • METROPOLE HOTEL CORK

MORE DETAILS: ENVIRONMENTALPILLAR.IE

Public Debate

4. Logistics

- Dates
- Venues
- Contact point
- Audiovisual
- Event Advertising (free!)

5. Media Focus

- Visuals
- Invitation
- Press Release



The poster features a stylized grey arena with a blue European Union flag on the right. The text is centered and reads: ENVIRONMENTAL PILLAR, EUROPEAN ELECTION, PUBLIC DEBATES. Below this, the dates and venues are listed: 26.04.19 • BUSH HOTEL CARRICK-ON-SHANNON, 03.05.19 • WYNN'S HOTEL DUBLIN, 10.05.19 • METROPOLE HOTEL CORK. At the bottom, it says MORE DETAILS: ENVIRONMENTALPILLAR.IE. The poster is framed by dark blue and green geometric shapes.

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Media Debate

- Press Release(s)

- Local issues raised
- Sends a message
- Wider audience



- Headline grabbing events

- Novelty public event
- Launch of manifesto



- Briefing documents

Direct Debate

- Pick up the phone (again!)
- Email campaign
- Social media campaign
- Stronger together



Other Debates

- Posterfree.ie
 - Lobby candidates
- Guerrilla tactics
 - Door to Door
- Online petitions
 - Uplift



Candidates!

What will you be doing **for the environment** if elected?

Candidates!

What will you be doing to **make Ireland more sustainable** for all?



THANK YOU!

Any questions niall@ien.ie



IEN