



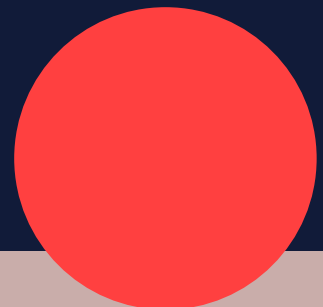
04./05.12.2024

HOTEL STEFANIE VIENNA

Politikom

CONGRESS FOR
POLITICAL
COMMUNICATION

POLITICAL SUCCESS CAN BE PLANNED.





POLITICOM

The 2nd edition of Politicom will take place from December 4-5, 2024 at the Hotel Stefanie in Vienna. Politicom represents the best of the political campaigning and advocacy landscape and places a strong emphasis on networking, high-quality presentations and open discourse around current challenges.

We analyze the increasing complexity of political communication and trends in voting behavior and present tools and approaches that take into account the new rules of the game under a growing dominance of AI-powered technologies and social media. Last but not least, we focus on the role of the media and analyze the accuracy of party-owned channels.

Politicom combines theory and practice in lectures and discussions, including an award ceremony and plenty of room for mutual exchange at lunch, at the evening event and during the breaks. We look forward to seeing you there.

POLITICOM | KEYFACTS

WHAT: Congress for political communication.

WHEN / WHERE: 04-05/12/2024 / Hotel Stefanie Vienna.

FOR WHOM: For agencies, academies, political consultants, communication staff of political parties, politicians.

WITH WHOM: Alexander Lagger (CamBuildr), Daniel Stich (SPD & Ministry), Dr. Simon Kruschinski (University of Mainz), Prof. Dr. Wolfgang Schroeder (University of Kassel), Hannes Kirchbaumer (Syntagma), Jana Faus (pollytix strategic research), Luke Martz (Riverfront Strategy Group), Mag.a. Dagmar Hemmer (communication matters).

TICKETS: CLASSIC € 890 in Early Bird until 20/09 (after € 1.000,-), also applies to people from the same organization: -25 % on the 2nd and -33 % from the 3rd ticket.

**TO THE
TICKETS**



POLITICOM | PROGRAM

THE US ELECTIONS: LESSONS FOR EUROPE

04/12
14:00h



US-Presidential elections: Lessons for Europe

Luke Martz is a Republican political consultant and government affairs expert. As a respected political professional with over 15 years of experience. Since 2006, he has worked in a dozen states, leading large and small political and advocacy efforts at the local, state and federal levels.

LUKE MARTZ | RIVERFRONT STRATEGY GROUP

DOES AI MAKE THE VOTE 25?

04/12
14:45h



Online political microtargeting

Simon Kruschinski received his doctorate in 2022 from the Institute of Journalism Studies at Johannes Gutenberg University Mainz. He is currently conducting research as a project manager on "Political online microtargeting in the context of the 2024 European elections." In his lecture, he will focus on the innovations offered by the possibilities of AI in targeting and thus in the accuracy of political communication and show where the journey is heading.

DR. SIMON KRUSCHINSKI | UNIVERSITY OF MAINZ

TRENDS IN VOTING BEHAVIOR

04/12
16:00h



What was, what is and what the future holds

Wolfgang Schroeder is a German political scientist. He is a professor of the political system of the Federal Republic of Germany at the University of Kassel. From 2009 to 2014, he was State Secretary in the Ministry of Labor, Social Affairs, Women and Family of the State of Brandenburg. In his lecture, you will find out what trends can be seen in voting behavior and what political communication will have to adapt to in the future.

PROF. DR. WOLFGANG SCHROEDER | UNIVERSITY OF KASSEL



POLITICOM | PROGRAM

AGENDA SETTING & MESSAGE CONTROL

05/12
09:05h



Strategic topic setting & management

Dagmar Hemmer's CV is characterized by the combination of public relations and political issues. After working for the ÖGPP and as a parliamentary staff member, she joined communication matters in 2012, where she has been Managing Director since 2024. In her presentation, she will show how successful message control works and why the strategic management of political communication is indispensable today.

MAG.A DAGMAR HEMMER | COMMUNICATION MATTERS

CLOSE TO THE PEOPLE WITH ITS OWN CHANNEL

05/12
09:40h



Thinking outside the box

Daniel Stich is a German politician and member of the SPD. Since 2021 he has been Ministerial Director (Ministry of Science and Health Rhineland-Palatinate). In his keynote, he will show the potentials of newer tools such as microtargeting and AI and demonstrate how successful communication via "own" channels works. After all, the SPD Rhineland-Palatinate has been successfully operating its own YouTube channel since 2021.

DANIEL STICH | SPD RHINELAND-PALATINATE

THE OTHER SIDE OF STORYTELLING

05/12
10:50h

What drives serious journalism

This lecture is about the correlation between political communication and the daily news. What role do the media and opinion makers play? What is the role of serious journalism and why is it indispensable for a broad political debate?

ANNA THALHAMMER | EDITOR-IN-CHIEF PROFIL



POLITICOM | PROGRAM

BUILDING SUPPORTERS WITH E-MAIL MARKETING

05/12
13:40h



Retention and mobilization via newsletter

Alexander Lager is an experienced expert in the fields of political communication, voter engagement and mobilization. At CamBuildr, which specializes in providing software and ready-made campaigns for political communication, he is responsible for campaigning, digital advertising and politics. He shows how effectively email marketing can be used to build long-term supporters.

ALEXANDER LAGGER | CAMBUILDR

USING SOCIAL MEDIA MARKETING CORRECTLY

05/12
14:30h



Best Practice Fall: Social Media Marketing

Hannes Kirchbaumer has almost 20 years of experience as an entrepreneur. From a family-run men's fashion business to his own company KIRCHBAUMER.COM, with which he has been supporting his clients regionally and internationally in the planning and implementation of their digital strategy since 2016. He will dedicate his presentation to social media marketing and use practical examples to highlight special features.

HANNES KIRCHBAUMER | SYNTAGMA

POLITICAL MARKET RESEARCH TODAY

05/12
15:45h



Recognizing and using potential ...

Jana Faus is a political consultant and speaker. She is the founder and managing director of pollytix strategic research gmbh, an agency for opinion research and research-based consulting at the interface of politics, business and society. What leaves her lab works. In her presentation, Jana Faus uses practical examples to show what political market research can achieve today.

JANA FAUS | POLLYTIX STRATEGIC RESEARCH



POLITICOM | AWARDS

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PR CAMPAIGN
VIDEO OF THE YEAR
POSTER OF THE YEAR**

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INFO!**



ABOUT US

Interconnection Consulting is a Vienna-based market intelligence company with its own event division. Since 2019, we have been organizing larger business events and congresses with a **BRANCH** focus and on **MANAGEMENT** topics. Our two-day **BRANCH** events place a clear emphasis on the areas of innovation, market development, strategy, digitalization and communication. Parallel to the presentations by leading representatives of the respective industries and external experts, discussions, an award ceremony and a joint finale are offered.

TEAM | IC.EVENTS

WE ARE HAPPY TO ANSWER YOUR QUESTIONS!



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