

Strategic Planning Seminar Overview

Strategic Planning is an expanded version of the successful ‘Political Strategies’ seminar series of the Academy. It launches an online preparation phase that will provide a general introduction into planning processes and techniques for participants from politics, NGOs, business, teaching institutions and others. This introduction into planning theory, planning practise and planning tools will be complemented by a discourse on the nature of planning in different political and economic frameworks.

Successful participants from the Online-Phase 1 (15.05. – 12.06.2009) will continue with Online- Phase 2 (26.06. – 23.07.2009) and then be invited to the presence phase in Gummersbach, Germany (24.07. – 07.08.2009).

Online-Phase 2 will provide the opportunity to experience playfully the relationship between political planning in democracies (= governing) and the sometimes awkward consequences regarding a moody electorate and the chances for re-election. At the same time this phase will bring the participants closer to Germany and Gummersbach, rendering the necessary information and securing appropriate technical and academic preparation.

The 14 days presence phase in Gummersbach will deal in depth with different sectors and aspects of strategic planning thus allowing thorough insights into strategic planning methods and applications in politics, management and civil society. The presence phase combines academic aspects with procedural and practical exercises. A four day excursion will introduce the participants to relevant interlocutors in a major German city.



The Academy was granted the 2008 European E-Learning Award (eureleA) for this blended learning seminar.

Target Group: Young professionals in politics, civil society organisations and business who are involved or interested in planning processes.

An online phase 3 will provide the necessary platform for continuing exchange and networking in the virtual community of the IAF Alumni, the “Liberal World Club”.

Selection Process

To secure an international and regional mix of participants the Foundation will invite the two best performers from Africa, South Asia and Southeast and East Asia, Eastern Europe, from the Mediterranean Countries and from Latin America - presuming a good performance. This will result in 12 participants. The remaining 12 invitees will be chosen according to performance regardless of the region of residence.

Every active participant will receive a certificate of participation.

Title	Closing Date	Language	Online Phase I	Online Phase II	Gummersbach, Germany
Strategic Planning		English	15.05. – 12.06.2009	26.06. – 23.07.2009	24.07. – 07.08.2009

Selected participants
of Online Phase I

