

# **Parliamentary Women Caucus: Political Campaign Strategy Workshop for Women in Politics, 28-29 June 2019**

## **Lagoon Chalets, Walvisbay**

With the support of the Friedrich-Ebert-Stiftung, 20 Female Parliamentarians from the Parliamentary Women Caucus organized a Campaign Strategy Workshop to empower themselves with skills and strategies on how to campaign effectively for the upcoming National and Presidential election scheduled for 27 November 2019.

The aim and objectives of the workshop was to;

- Impart and Cultivate skills on Political Campaigning
- Develop Political Campaign Messages
- Develop different approaches when campaigning to different gender
- How to sell a Political Party Manifesto

To achieve the aim and objectives of the workshop, the following key recommendations were proposed;

1. There is a need for a period assesment of political party manifesto, (what they have done, what is in the process to be done and what they intend to do in the future) for the sake of the party agenda (SWOT Analysis)
2. Establishment of Mentoring Program to prepare the girl child for a political career
3. Parliamentary Women Caucus in partnership with the National Assembly should ensure that the number of women in political decision making structures should not go down by voting for each other into political decision making structures and they should regulary empower themselves with relevant skills
4. Women should not allow themselves to be intimated and harassed. They should belief in their capabilities, have confidence and should not take negative comments personally.
5. Women in Politics should be on social media and campaign by outlining issues that they will be campaigning for the voters
6. Profile of political candidates should be placed on social media to outline what can they do for the voters
7. Parliamentary Women Caucus and members of Paliamentarians need to get media training in order to handle the media and answers questions.
8. Politicians are urged to build media relationships in order to have the media on their side and sell their agenda