



US Presidential Elections 2012 - Lessons for Online Campaigning EIF DINNER DEBATE 2013-02-19

Welcome and introductory remarks:

Alexander Alvaro, Vice President of the European Parliament and EIF Governor

Speakers:

Nathaniel Lubin, Digital Director at the US Presidential Inaugural Committee. One of the masterminds of Obama's online advertising strategy. He is co-author of 'Margin of Victory', a book that explores the way that political campaigns are changing in the face of technological innovation.

Philip Weiss, Founder and Chief Hyperthinker at ZN, a leading eCommunications agency working with companies, political institutions and organisations on how to use the Internet to integrate and transform communication.

Exchange of views with participants

Closing remarks by:

Alexander Alvaro, Vice President of the European Parliament and EIF Governor