



## THINK TANK SCHOOL FOR CAUCASUS AND CENTRAL ASIA SEMINAR ON MANAGING A LIBERAL NGO

Think Tank School for Caucasus and Central Asia will take place on October 20-22, 2011 in Bazaleti, Georgia.

The event is organized by the Lithuanian Free Market Institute and New Economic School Georgia in cooperation with the Atlas Economic Research Foundation (USA) and the Free University (Georgia).

Topics of the seminar include: fundraising, public relations, management, communication with governments and coalition building. The speakers of the seminar will be experienced professionals from the USA, the EU and Georgia. The event will consist of lectures and workshops where participants will be able to address their specific issues and solve problems.

We invite members of new think tanks (up to 5 years in operation) as well as individuals who are active, motivated and dedicated to the ideas of liberty. If you fit this description and are willing to participate in this seminar, please send us the following documents by September 26, 2011, [academy@freema.org](mailto:academy@freema.org). We will select 26 best applicants and provide them with a seminar package (travel, accommodation, meals and event material) for free.

Documents to be sent (3 total):

1. Brief CV;
2. Recommendation letter (it is not necessary, if you are applying on behalf of a think tank);
3. Motivation letter (max 1 page):
  - a) If you are applying as a think tank: analyse your think tank, identify its weaknesses and shortcomings;
  - b) If you are applying as an individual: present a vision of how you intend to spread the ideas of liberty in your country and what skills or qualifications you lack and wish to improve.

What we expect from the participants?

- Good English language skills;
- Adequate preparation;
- Full and active participation.

Last year the Think Tank School took place in Lithuania. It attracted renowned speakers and participants from 10 countries. The event was highly estimated by participants, greatly boosting their inspiration. More information about last year's think tank school is posted [online](#).

Contact information for questions: [edita@freema.org](mailto:edita@freema.org)

Find us on [Facebook](#).

## PRELIMINARY PROGRAM

### Day 1. October 20, 2011 Why Liberty?

- 14:00 – 15:00 Introduction session  
15:00 – 15:40 The world you are going to work in  
15:40 – 16:40 Why do ideas of Liberty matter? (I)  
16:40 – 17:30 Discussion  
18:30 Dinner

### Day 2. October 21, 2011, Methods and means

- 09:00 – 09:40 Why do ideas of Liberty matter? (II)  
09:40 – 10:40 Methods and means of a think tank. What do policy-advocacy think tanks / grassroots organization / education centers do every day? From theory to practice  
10:40 – 11:00 Break  
11:00 – 12:00 Establishing a think tank. What I did and how  
12:00 – 14:00 Lunch  
  
14:00 – 15:00 Effective structure of a think tank. Managing and coordinating the work of a think tank  
15:00 – 16:00 Theory and practice of managing and coordinating the projects (management of big budget projects, managing networks)  
16:00 – 16:20 Break  
16:20 – 17:30 Workshop  
18:30 Dinner

### Day 3. October 22, 2011 How to sell it?

- 09:00 – 10:00 Developing a communication strategy  
10:00 – 11:00 Selling to interest groups. Relations with politicians, academia etc.  
11:00 – 11:20 Break  
11:00 – 12:00 Selling to media and general public  
12:00 – 14:00 Lunch  
  
14:00 – 15:00 Workshop  
15:00 – 16:00 Selling to sponsors. Faith, fundraising and techniques  
16:00 – 17:00 Experience of think tank: annual gifts, direct relations, online fundraising, dilemma of public funds  
  
17:00 – 17:20 Break  
17:20 – 19:00 Workshop  
19:00 – 20:00 Evaluation session  
20:00 Farewell dinner

