

T r a i n i n g   Y o u n g   L e a d e r s

PASSIA Training Program

on

**PARTY  
DEVELOPMENT**

PROGRAM

20-24 October 2008

**PASSIA**

Palestinian Academic Society for the Study of International Affairs

# Lecture Program

<b>DAY ONE: Monday, 20 October 2008</b>
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9.30-10.00	Welcoming Address / Opening Remarks <b>Dr. Mahdi Abdul Hadi</b> , <i>Head of PASSIA, Jerusalem</i>
10.00-11.30	Introduction <ul style="list-style-type: none"><li>▪ Definition of 'party' and 'party system'</li><li>▪ Formation of parties: what purposes do they serve?</li><li>▪ Parties vs. other political actors (e.g., social movements/interest groups, etc.).</li><li>▪ Role of parties and their differences in democratic and non-democratic systems.</li><li>▪ The role of political parties in emerging democracies.</li><li>▪ Party systems and their origins (historical legacies, social cleavages, etc.)</li><li>▪ Formation and establishment of opposition parties within the party system</li><li>▪ Party System in Palestine - Historical Overview</li></ul> <b>Dr. Mohammed Dajani</b> , <i>Lecturer, Al-Quds University</i>
11.30-11.45	Break
11.45-13.15	Introduction, contd. <b>Dr. Mohammed Dajani</b>
13.15-14.15	Lunch
14.15-16:00	The Concept of Leadership (Why political leadership is important; what makes a leader; leadership & vision; challenges and opportunities for the next generation of leaders) <b>Dr. Mahdi Abdul Hadi</b> , <i>Chairman of PASSIA</i>
16.00-16.30	Break
16.30-18.00	History of Palestinian Political Parties <b>Dr. Mahdi Abdul Hadi</b> , <i>Chairman of PASSIA</i>
20.00	Dinner

<b>DAY TWO: Tuesday, 21 October 2008</b>
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9.15-10.45	Communication Skills <b>Luna Shamieh</b> , <i>Lecturer, Birzeit University</i>
10.45-11.00	Break
11.00-12.30	Communication Skills, contd. <b>Luna Shamieh</b>
12.30-13.30	Lunch
13.30-15.00	Communication Skills, contd. <b>Luna Shamieh</b>
16.15-16.30	Break
16.30-18.00	Communication Skills, contd. <b>Luna Shamieh</b>
20.00	Dinner

<b>DAY THREE: Wednesday, 22 October 2008</b>
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**Developing / Improving a Party Image - Strategic Planning**

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| 9.15-10.15  | Introduction <ul style="list-style-type: none"><li>• Strategic planning and strategic thinking</li><li>• Importance and effectiveness of strategic planning</li><li>• Stakeholders</li></ul> <b>Dr. Varsen Aghabekian</b> , <i>Director of Development and Projects, President's Office, Ramallah</i> |
| 10.15-11.15 | Environmental scanning <ul style="list-style-type: none"><li>• Components</li><li>• Tools-SWOT and 7 S analysis</li><li>• Data collection methods</li></ul> <b>Dr. Varsen Aghabekian</b>  |
| 11.15-11.30 | Break   |
| 11.30-13.00 | Environmental scanning (continued)<br><b>Dr. Varsen Aghabekian</b>  |
| 13.00-14.00 | Lunch   |
| 14.00-15.30 | Environmental scanning (continued)<br><b>Dr. Varsen Aghabekian</b>  |
| 15.30-15.45 | Break   |
| 15.45-17.15 | Visions and missions<br><b>Dr. Varsen Aghabekian</b>  |
| 17.15-17.30 | Break   |
| 17.30-18.30 | Strategy planning and implementation<br><b>Dr. Varsen Aghabekian</b>  |
| 20.00       | Dinner  |

<b>DAY FOUR: Thursday, 23 October 2008</b>
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- 9.15-10.45 Leadership Styles  
(leadership types, various personalities, convincing others, leaving an impression, understanding what makes a leader, motivating others, leadership in cultural and situational contexts, political leadership, leadership ethics)  
**Dr. Mahmoud Baidoun**, *Psychologist and Clinical Supervisor, Ramallah*
- 10.45-11.00 Break
- 11.00-12.30 Leadership Styles, contd.  
**Dr. Mahmoud Baidoun**
- 12.30-14.00 Lunch
- 14.00-15.30 Leadership Styles, contd.  
**Dr. Mahmoud Baidoun**
- 15.30-16.00 Break
- 16.00-18.00 The election before the election: gain the support of the delegates in the primaries/to the nominating convention, build a campaign organization (hiring staff, creating strategies, preparing a platform, raising funds), "sell oneself"  
**Knut Dethlefsen**, *Resident Representative of the Friedrich Ebert Foundation (FES), Jerusalem*
- 20.00 Dinner

<b>DAY FIVE:    Friday, 24 October 2008</b>
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- 9.00-10.30    Media Relations (Dealing with/using TV and Radio)  
**Omar Nazzal**, *Director, Clackate for Media and Communications, Al-Bireh*
- 10.30-11.30    Media Relations. Contd.  
**Omar Nazzal**
- 11.30-12.30    Break
- 12.30-13.00    Wrap up and final discussion – FES - PASSIA
- 13.15-14.15    Lunch