

**Report for CALD Leaders' Political Campaign Roundtable
February 1-4, 2009
Manila, Philippines**

Expanding Spaces and Opportunities for Alternative Political Campaigns and Interventions



Summary of Roundtable and its concept

The Council of Asian Liberals and Democrats (CALD), with the support of the Friedrich Naumann Foundation (FNF), held a CALD Leaders' Roundtable with the theme *“Expanding Spaces and Opportunities for Alternative Political Campaigns and Interventions”* to focus on the best practices and lessons learned in the Obama campaign. U Nyo Ohn Myint (Deputy Chairperson of the NCUB Foreign Affairs Committee) and U Moe Zaw Oo (NLD LA Foreign Affairs Department) attended the roundtable on behalf of NCUB.

The objectives of the roundtable are as follows:

1. To learn about the innovative tools and strategies used in the Obama campaign in terms of organization-building and communication plans
2. To evaluate the context within which CALD member parties operate and learn about the relevant campaign mechanisms that are applicable to the CALD member parties
3. To jumpstart discussions on the general contours of a possible CALD political campaign strategy plan that could be further developed by member parties

Report for CALD Leaders' Political Campaign Roundtable

Included in this Roundtable discussion were 15 Members of Parliament, government officials and high-ranking officers/members of party headquarters from the current CALD member parties.

The round table was divided into two sections each of which composed of two different discussions as follows;

- Session I - The Obama Campaign: Operational and Organizational Strategies
- Session II - The Obama Campaign: Messaging and Communication Strategies

And at the afternoon of the second day, consultative meeting was held with executive members of the CALD for programmes and activities, the postponed CALD 15th anniversary conference and discussed about the ideas and suggestions on this matter.

Program of Activities

Welcome dinner

A welcome dinner was made at the Dusit Hotel at 20:00. A remark was made by Dr. Neric Acosta, Secretary General of the Council of Asian Liberals and Democrats, Dr. Rainer Adam of the Regional Director for East and Southeast Asia of the Friedrich Naumann Foundation. A brief introduction was also made among participants.

Day I: February 2, 2009 – Monday

After opening remarks by Dr. Neric Acosta and Mr. Siegfried Herzog, Resident Representative of the Friedrich Naumann Foundation based in Manila, Dr. Neric made a brief overview on the program.

Then participants introduced one another and expressed their expectation on the program.

Session I - The Obama Campaign: Operational and Organizational Strategies

This session discussed on three vital areas of the Obama campaign: recruitment, resources and reach of machinery. Mr. Joe Hansen, a political Consultant and Campaign Strategist from the United States Democrat Party provided insights on the innovative tools and strategies that made the Obama campaign a success.

Mr. Joe Hansen was a key speaker and talked about how Obama campaigns went well throughout the previous two years with well set operational and organizational strategies that led to the whole victory of presidency.

And then the forum was opened its floor to all participants for their comments and further discussion.

Session II -The Obama Campaign: Messaging and Communication Strategies”

Mr. Joe Hansen continued his talk on campaign messaging and communication strategies which focused on communities across the country. Then open forum for all participants followed. The success of the Obama campaign would not have been possible without a clear message that established the foundation of the campaign team and that inspired volunteers to rally around. The victory of Obama reinforced the value of messaging in a campaign.

Bringing in the CALD context: Best practices and lessons learned in the Obama campaign

In this session, Madam Saumura Tioulong from Sam Rainsy Party, Democratic Progressive Party of Taiwan and U Nyo Ohn Myint and U Moe Zaw Oo from the National Council of the Union of Burma gave comments on organizational build-up regarding grassroots organization and youth mobilization in the context of their own country.

And then they answered the questions raised by the other fellow participants.

Day II: February 3, 2009 – Tuesday

Bringing in the CALD context: Best practices and lessons learned in the Obama campaign

In this session, Ms. Jaslyn Go and Mr. Seelan Palay from Singapore Democratic Party and Hon. Boonyod Sooktinthai and Mr. Nant Thananan from the Democrat Party of Thailand presented the issues regarding Political Communication with focus on internet campaign and media.

Then the presenters answered the question raised by the participants.

Then the participants were divided into three groups in order to discuss the three main topics such as Message, Media and Mobilization. Each group presented later their findings and comments on the respective topics which became Proposals and Recommendations for CALD member parties.

Consultative Meeting

The consultative meeting with representatives of CALD member parties was held to talk about the postponed CALD 15th anniversary conference and to see their ideas and suggestions on this matter during the lunch time.

Dinner hosted by Hon. Franklin M. Drilon

We also attended the dinner hosted by Hon. Franklin M. Drilon, chair of the Liberal Party of the Philippines, former Senate President of the Philippines and former Chair of CALD at his residence.



U Nyo Ohn Myint, leader of the delegate from NCUB together with Dr. Neric Acosta and Mr. Nant Thananan from the Democrat Party of Thailand



U Moe Zaw Oo from NLD LA together with Hon. Boonyod Sookintjai, Deputy Speaker of the Royal Thai Parliament

Reported by:

U Nyo Ohn Myint (Deputy Chairperson of the NCUB Foreign Affairs Committee) and
U Moe Zaw Oo (NLD LA Foreign Affairs Department)