

## 21st International Conference on Political Communication

Political Communication in a Changing and Challenging Landscape: Strategies for the Future

19/20 November 2023  
Akademie der Konrad-Adenauer-Stiftung e.V.  
Tiergartenstraße 35, 10785 Berlin  
VA-Nr.: PK-231119-1

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### Sunday, 19 November 2023

- 13.00 PM                      **Opening**  
**Dr. Daniel Schmücking, Head of the Political Communication Department of the KAS**
- 13.10 PM                      **Opening Lecture: How is Artificial Intelligence Changing our Democracy?**  
**Prof. Dr. Andreas Jungherr, University of Bamberg**
- 13.40 PM                      **Outlook Landtag Elections East: How do we Strengthen the Political Centre?**  
**Gordon Hoffmann, Secretary General CDU Brandenburg**  
**Dr. Julia Reuschenbach, Research Associate Free University of Berlin, Otto Suhr Institute of Political Science**  
**Martin Machowecz, Deputy Editor-in-Chief DIE ZEIT**  
Moderation: Jens Henning Fischer
- 15.10 PM                      **Coffee Break**

- 15.40 PM **The Parliamentary Elections in Greece – Second attempt for an Absolute Majority**  
Nikos Romanos, Nea Dimokratika
- 16.10 PM **“Hessen weiterführen” Key learnings from the successful campaign by Boris Rhein and the CDU in Hesse**  
Benedikt Kuhn, Campaign Manager CDU Hesse
- 16.40 PM **Health Break**
- 17.00 PM **Outlook: Who will Win the American Presidential Election?**  
Kai Chen Yeo, Partner at Echelon Insights
- 17.30 PM **Presentation of the Study on the Digitalisation of Political Parties**  
Dr. Jasmin Fitzpatrick, Johannes-Gutenberg-University Mainz
- 18.00 PM **Wrap-up Day One**  
Dr. Daniel Schmücking, Head of the Political Communication Department of the KAS
- 18.10 PM **Get Together**  
Standing Reception

## Monday, 20 November 2023

- 9.00 AM **Panel: Outlook on the European Election**  
Dr. Olaf Wientzek, Director of the KAS  
Multinational Development Policy Dialogue  
Brussels  
Dr. Rosa Navarrete, Saarland University  
Philipp Sälhoff, Managing Director Polisphäre  
Moderation: Jens Henning Fischer
- 10.00 AM **Successful in Difficult Terrain: The Election to the Berlin House of Representatives**  
Dirk Reitze, Party Manager CDU Berlin
- 10.30 AM **Coffee Break**
- 11.00 AM **Idea Spaces**
- Who Can we Trust? On Dealing with Deep Fakes and Disinformation**

**Valerie Scholz, Facts for Friends**

**Artificial Intelligence – Curse or Blessing for Political Communication?**

**Sebastian Weise, KAS**

**How can we use Data in Political Campaigns?**  
**Dr. Simon Kruschinski, Johannes Gutenberg-University Mainz**

*Presentation of the results in the plenary (5 minutes per speaker)*

12.30 PM

**Lunch Break**

13.30 PM

**Breakout Sessions**

**Customer Journeys in Political Communication**  
**Michael Windisch, Head of Political Communication and Digitalisation, CDU Fraction Thüringen**

**Transformation Communication - does Political Communication need to be rethought?**  
**Jens-Rainer Jänig, Managing Director mc-quadrat**

*Presentation of the results in the plenary (5 minutes per speaker)*

14.30 PM

**Emerging Trends in Election Campaigning in India: AI, 3D rallies, and use of 3D devices**  
**Charu Pragya, BJP National Spokesperson**

15.00 PM

**Coffee Break**

15.30 PM

**Communicating Reforms Against Street Resistance – Macron and Pensions**  
**Michaela Wiegel, FAZ**

16.00 PM

**Potentials of Influencer Marketing for Political Communication**  
**Dr. Bendix Hügelmann, People on the Hill Ltd. Theresa Hein, Communications Consultant**

17.00 PM

**Summary and Thanks**

Moderation: **Dr. Daniel Schmücking, Konrad-Adenauer-Stiftung & Jens Henning Fischer, besserreden.com**

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*Programme subject to change*

**Conception:** Dr. Daniel Schmücking

**Conference management:** Carolin Hartmann

**Conference fee:** 60 Euro

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