



THINK TANK START UP TRAINING

June 18-20, 2015, Vilnius

Day 1, Thursday, June 18

9:00 – 09:30 Introduction Session / Žilvinas Šilėnas, Lithuanian Free Market Institute (LFMI)
09:30–13:00 Strategic Planning I
09:30-10:30 Workshop: Think Tank as a Business Plan
10:30-10:50 Break
10:50-11:20 Forming Goals and KPI's / Edita Maslauskaitė, LFMI
11:20-13:00 Workshop: Forming Goals and KPI's/ Žilvinas Šilėnas, LFMI

13:00-14:00 Lunch

14:00–18:00 Strategic Planning II
14:00-14:30 Understanding the Environment / Edita Maslauskaitė, LFMI
14:30-15:30 Workshop: Understanding the Environment / Žilvinas Šilėnas, LFMI
15:30-15:50 Break
15:50-16:20 Appraisal of the Resources / Edita Maslauskaitė, LFMI
16:20-17:30 Workshop: Appraisal of the Resources/ Žilvinas Šilėnas, LFMI
17:30-17:45 Reflection Session, Q&A

Day 2, Friday, June 19

9:00 – 13:00 Communication I
9:00 – 9:30 Crafting Strategy for Communication I / Peter Botting, Professional Communication Coach, UK
9:30 – 10:40 Workshop: Planning the Communication I / Peter Botting
10:40 – 11:00 Break
11:00 – 11:30 Crafting Strategy for Communication: II / Peter Botting
11:30 – 13:00 Workshop: Planning the Communication II / Peter Botting

13:00-14:00 Lunch

14:00-18:00 Communication II
14:00 - 14:45 Public Speaking / Peter Botting
14:45 – 16:15 Workshop: Creating Sound Bites / Peter Botting & Žilvinas Šilėnas
16:15 – 16:35 Break
16:35-17:20 Managing Media Relations / Vidmantė Sirgedaitė, LFMI
17:20-17:45 Reflection Session, Q&A

Day 3, Saturday, June 20

9:00 – 12:00 Fundraising I
9:30 - 10:30 Faith, fundraising and techniques / Tim Evans, Cobden Centre, London
10:30 -11:30 Approaching Big Money / Tim Evans
11:30 – 11:50 Break
11:50 - 13:00 Workshop: why should anyone invest in you / Tim Evans & Edita Maslauskaitė

13:00-14:00 Lunch

14:00 – 16:00 Fundraising II
14:00 - 14:30 Approaching Foundations / Aneta Vainė, LFMI
14:30 – 15:00 Successful Fundraising Strategies / Edita Maslauskaitė, LFMI
15:00 – 15:30 Q&A
15:30 – 15:50 Break
15:50 – 17:30 Workshop: Selling to sponsors / Tim Evans & Edita Maslauskaitė & Aneta Vainė
17:30 – 18:00 Evaluation of the training

TRAINERS



Peter Botting is a corporate, political and personal messaging strategist, professionally qualified coach with over 24,000 hours and 20 years coaching experience. He helps organizations and individuals identify craft and articulate their stories - their narratives, campaigns, speeches and presentations, etc. Peter has great clients - achievers in business and politics - people who do, and want to do, more. He was part of the NO2AV campaign from the start, have worked with a large number of current Conservative MPs.



Prof. Tim Evans (Middlesex University London) is a former President and Director General of the Centre for the New Europe (2002-2005) in Brussels. Between 1993 and early 2002 he was the Executive Director of Public Affairs at the Independent Healthcare Association in London where he oversaw the political affairs and public relations of the UK's independent health and social care providers. In that role he was widely credited as being the major driving force behind the '2000 Concordat' which was described by the Financial Times as the most "historic deal in 50 years of British healthcare". Prior to that, in 1991-1992, he was the Chief Economic and Political Adviser to the Slovak Prime Minister – Dr. Jan Carnogursky – and was Head of the Prime Minister's Policy Unit. In the late 1980s he was the Assistant Director of the Foundation for Defence Studies.

Today, as well as working with The Cobden Centre, he is the Chairman of the Economic Policy Centre, Chairman of Global Health Futures Ltd, a Consultant Director and a Senior Fellow with the Adam Smith Institute.



Edita Maslauskaitė, Lithuanian Free Market Institute

Edita joined LFMI in 1999. Since May 2006 appointed vice president to head LFMI's fundraising and administration. Edita has extensive experience in strategic planning, maintaining the strategy and evaluating the performance of the think tank.

Edita develops and maintains contacts with LFMI's supporters and the business community. Since 2009, Edita runs the program *European Academy for Intellectual Entrepreneurs* jointly organized by LFMI and the Atlas Leadership Academy.



Zilvinas Silenas, Lithuanian Free Market Institute

Zilvinas joined the Lithuanian Free Market Institute (LFMI) in 2006 after graduating from Wesleyan University, USA. In 2011 appointed President. Involved in legislation through participation in workgroups, "Sunrise" and "Sunset" commissions. Zilvinas has worked as teacher of economics, adviser to CEO of Energy Company and elected official of local government. While in LFMI Zilvinas was an instructor in 6 Think Tanks start-up trainings and multiple other workshops



Aneta Vainė, Lithuanian Free Market Institute

Aneta is a director of development and programs. She works with international organizations, funds, and partners. Since 2009 Aneta worked at International School of Law and Business (Vilnius) as a head of International Relations and Project Management Centre. From 1994 till 2004 Aneta worked at LFMI and over time had various responsibilities – was responsible for project management, public relations, and policy analysis. Aneta graduated from Vilnius University and has degrees in economics and English language.