

Do We Fight Like Them?

How progressive social media can win attention without losing their values

When

22–24 October 2026

Where

Heinrich Böll Foundation
Schumannstraße 8, 10117 Berlin

22

Thursday
October 2026

Arrival

We open with two keynotes: the strongest progressive campaigns of 2026, and the case for building European alternatives to the platforms that dominate today.

5:30 p.m.

Registration & snacks Heinrich Böll Foundation Berlin, Schumannstraße 8

6:00 p.m.

Welcome

Welcome Session

Annette Maennel

Philipp Töllner

6:15 p.m.

Keynote & discussion

Overview of the Best Progressive Campaigns 2026

Arun Chaudhary Videographer for Barack Obama and Bernie Sanders

7:30 p.m.

Keynote & discussion

Regulate or Recreate? Reclaiming the Social Sphere

Lisa Letteriello Co-Founder & COO, W Social

Alexandra Geese Member of the European Parliament

Sebastian Wilke Co-Founder, Wedium

Leila Permantier Co-Founder, TrustScored

8:30 p.m.

Dinner & networking

23

Friday
October 2026

The Dilemma

Why does the far right win on social media? We take their playbook apart, ask what we can learn from it, and decide which tactics we can adapt without giving up our values. And we learn from people and parties who have already pushed back successfully.

8:30 a.m.

Arrival & coffee Heinrich Böll Foundation, Schumannstraße 8

9:00 a.m.

Opening

Getting to Know Your Co-Fighters

Philipp Töllner

Malina Wiethaus

9:25 a.m.

Strategic case

How to Beat an Authoritarian Online

Kitti Ágoston Former Communications Director and Head of Digital, Tisza Party, Hungary

11:00 a.m.

Break

11:15 a.m.

Best Practice Pitch Arena

Three Case Studies from Germany, Belgium & Poland

12:15 p.m.

Lunch & networking

12:45 p.m.

Workshop

Anti-Authoritarian Toolkit

Nika Kovač Campaign Coordinator of My Voice, My Choice; Founder of the 8th of March Institute

2:45 p.m.

Best Practice Pitch Arena

Three Case Studies from Brussels (EU), Poland & Austria

3:45 p.m.

Workshop

Do We Fight Like Them? Building a European Network Together

What can we learn from the right wing's communication strategies, and what should we never emulate? Together, we turn the answers into a European network that pushes back.

5:15 p.m.

Break

5:30 p.m.

Strategic case

Hybrid: How to Deal with a President like Trump

Camille Zapata Digital Director for Governor Gavin Newsom

6:45 p.m.

Break

7:00 p.m.

Evening Keynote

Nika Kovač Campaign Coordinator of My Voice, My Choice; Founder of the 8th of March Institute

8:00 p.m.

Dinner & keynote

How to Lead Creative People Without Killing Creativity

Tobias Leipprand Founder, LEAD

The Translation

From debate to practice. Participants create content side by side with outstanding creators who know what works online and bring deep expertise in disinformation, hate speech and counter-narratives.

9:00 a.m.

Networking

Transnational Speed Dating

9:15 a.m.

Talk

Creating Content That Goes Viral and Gets Covered by the Media

Florian Reichelt Content Creator for the German Foreign Minister

10:30 a.m.

Break

10:45 a.m.

Content Lab

2027 War Room: Round 1

Two simulations with two experts, built around the participants' most pressing real-time challenges.

Raul Jurca Political Communication & Digital Strategy Expert

Kee Verheyen Content Moderation & Community Building Expert

12:15 p.m.

Break

12:30 p.m.

Content Lab

2027 War Room: Round 2

Two simulations with two experts, built around the participants' most pressing real-time challenges.

Raul Jurca Political Communication & Digital Strategy Expert

Kee Verheyen Content Moderation & Community Building Expert

2:00 p.m.

Closing

Closing Circle

Annette Maennel

Philipp Töllner

2:30 p.m.

End

Venue

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10117 Berlin

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