Social Media Academy Europe

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 **What's Making Progress for Progressives Globally?** *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 *Johannes Meissner* 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.	Workshop **Anti-Authoritarian Toolkit** *Nika Kovač* Campaign Coordinator of My Voice, My Choice; Founder of the 8th of March Institute
11:15 a.m.	Break
11:30 a.m.	Best Practice Pitch Arena **Three Case Studies from Germany, Belgium & Poland**
12:15 p.m.	Lunch & networking
1:00 p.m.	Strategic case **How to Beat an Authoritarian Online** *Kitti Ágoston* Former Communications Director and Head of Digital, Tisza Party, Hungary
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

24 Saturday
October 2026

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

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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