

Social Intelligence

Summer School 2016



The Road to Marriage Equality

The International Summer School on campaigning, influencing and social change will be of interest to NGOs, campaigners and activists across Ireland, EU and further afield. The all-island event brings together a range of expert speakers including, international and Irish marriage equality campaigners, key political figures, campaign allies and political and social commentators to explore the elements of a successful campaign. Expert led workshops will provide opportunities to develop practical skills and apply the learning to current campaigns and issues.

Fitzpatrick Castle Hotel, Killiney, Dublin

Dates: 18/19/20 July

Bookings: [Eventbrite](#)

Twitter: [@road2marriage](#)

Social Intelligence Associates





DAY 1

- 8.30 Registration
- 9.30-10.00 Formal Opening:
Minister for Justice, Tánaiste, Frances Fitzgerald, TD (tbc)
- 10.00-10.45 Opening Address:
Dr Maureen Gaffney, Psychologist & Commentator
- 10.45-11.30 Keynote Session
How Ireland Won Marriage Equality
Welcome, Martin O'Brien, Social Change Initiative
Brian Sheehan, Director Gay and Lesbian Network & Co-Director of Yes Equality
Grainne Healy, Chairperson Marriage Equality & Co-Director of Yes Equality
Chair: Denise Charlton, Co-Founder Marriage Equality & Executive Committee, Yes Equality
- 12.00-1.30 Panel Sessions 1
Mobilisation to win the Million in the Middle
Mary McDermott, Yes Bus Campaign Coordinator
Sandra Irwin-Gowran, Yes Equality & Educate Together
Justin McAleese, Dublin South Yes Equality
John McNamara, Dublin South Yes Equality
Bernadine Quinn, Yes Equality Louth & Dundalk Outcomers
Chair: Moninne Griffith. Director BeLonG To & Former Co-Director of Marriage Equality
- 2.30-4.00 Panel session 2
Reflecting on the Referendum
Dr Jane Suiter, Director of the Institute for Future Media and Journalism, Dublin City University.
Dr Fergus Ryan, Lecturer in Law, Maynooth University
Chair: Andrew Hyland, Former Co-Director Marriage Equality & Director of Communications Yes Equality
- 4.30-6.00 Workshops
Leading & Building a Campaign
Moninne Griffith, Grainne Healy, Brian Sheehan
Communications in a Campaign
Andrew Hyland, Thalia Zepatos
Resourcing a campaign
Denise Charlton, Paula Fagan, Orla Howard, Board members of Marriage Equality
- 7.30 Summer School BBQ
with special guest: Panti-Bliss



DAY 2

- 8.30 Registration
- 10.00-11.30 Keynote session
Winning Marriage Equality Globally
Evan Wolfson, Freedom to Marry Campaign, USA
Thalia Zepatos, Freedom to Marry Campaign, USA
Chair: Grainne Healy
- 12.00-1.30 Panel session 3
Messengers & Messaging
Thalia Zepatos, Freedom to Marry Campaign, USA
Finian Murphy, Brand Strategist, Agility & #StraightupforEquality Campaign
Ursula Halligan, Political Editor, TV3
Craig Dwyer, Social Media Manager, Yes Equality
Dr Donal Mulligan, Lecturer, School of Communications, Dublin City University & votewithus.org Campaign
Chair: Cathy Madden, Communications & Strategic Communications Advisor, Yes Equality
- 2.30-4.00 Panel session 4
Winning Political Support
Pádraig Mac Lochlainn, Senator
Averil Power, former Senator
Jerry Buttimer, Senator
Dara Callery, TD
Chair: Ailbhe Smyth, Board of Marriage Equality, Executive Committee of Yes Equality
- 4.30-6.00 Workshops
Social media campaigning
Craig Dwyer, Finnian Murphy, Donal Mulligan
Mobilising Youth
Laura Harmon, former USI & Lisa McKenny, BeLong To
Research, messaging, branding
Viv Chambers, Bricolage, Adam May, Language
Making the business case
Davin Roche, Business for Yes, Sinead McSweeney, Senior Director Public Policy and Communications, Twitter
Managing the Opposition
Brian Sheehan, Thalia Zepatos, Grainne Healy
- 6.30 Summer School Dinner
Guest Speakers
Senator David Norris and Noel Whelan SC



DAY 3

8.30 Registration

9.30-10.30 Keynote session

The Significance of the Marriage Equality Referendum Win

Speaker: Minister Katherine Zappone, TD and Dr Ann Louise Gilligan, Co-litigant in Zappone Vs Revenue Commissioners case

Chair: Denise Charlton, Co-Founder Marriage Equality & Executive Committee, Yes Equality

11.00-12.30 Panel session 5

Building Allies and Partnerships

Colm O’Gorman, Executive Director, Amnesty Ireland

Olivia McEvoy, NLGF/NXF

Arthur Leahy, Yes Equality Cork

Kate Moynihan, Yes Equality Cork

Seamus Dooley, Trades Union Collaboration

Peter Ward SC, Lawyers for Yes

Laura Harmon, Former Head of USI

Chair: Orla Howard, Board member of Marriage Equality

12.30-1.30 Panel session 6

Keeping Children and Families at the heart of Marriage Equality debate

Paula Fagan, Coordinator LGBT Helpline, Board member Marriage Equality & Yes Equality

Denise Charlton, Co-Founder Marriage Equality & Executive Committee, Yes Equality

Tanya Ward, Chief Executive, Children’s Rights Alliance

Michael Barron, CEO, Equate and former Director BeLonG To

Chair: Fergus Finlay, CEO Barnardos, Ireland

1.30-2.00 Close

An Taoiseach, Enda Kenny, TD (tbc)