

**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)