

Dear liberal friends,

It is with great pleasure that I announce my candidacy as the Vice President of LYMEC in the upcoming Electoral Congress in Vienna.

In the last two years I served as Press Officer in the LYMEC Bureau and we pushed the communication activities, internal, external and organizational wise. The congress newspaper became a regular part of every congress, our external communication was guided by an action plan and we integrated new forms and channels like Instagram or our LYMEC TV; our media distribution lists were initially and then regularly updated. Beside that I gained a lot of insights in the way LYMEC works and of the fields we have a potential to grow in.

As the Vice President I want to put focus on three main points, I believe the next team should further look into:

A louder and more visible LYMEC

I strongly believe we should keep up the good communication work and use the potential of the things that have changed since we drafted the current concept to further expand our visibility. In the last mandate we had a more classical communication plan involving social media as well. As a team we can develop a new concept from the start, taking advantage of the changed world of communication. We should understand LYMEC as a brand and manage and communicate in that sense. This especially means an even more diverse and specified communication concept, particular for digital channels.

Expand the network and connect more members

The idea of the European Union is to bring people together. Especially in times where the core values of the EU are challenged it is necessary to connect the people that will speak up for these values. LYMEC is a platform for open minded and pro-European young people and we need ways to tie enduring bonds between them. Together with the next Bureau I want to look into possibilities to push the networking among active members but as well among and with former members. We need to create more platforms and opportunities for people to meet and exchange – our connections are our strengths and values. First we therefore need to check and maybe enhance our events and mechanisms to get more people involved and interested in contributing to LYMEC. Second I want to further push the idea of an alumni-network the 2014-2016 Bureau came up with. This can be a success both knowledge and financial wise.

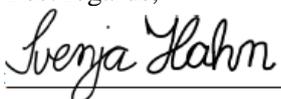
Organizational update

In my first mandate I pushed for the implementation of a resolution tool to make the discussion progress during congress going smoother. And I believe that there are many fields left, to explore new and technical opportunities to strengthen, speed up or archive our work process or knowledge. We need to follow up with modern technology and come closer to younger people through efficient and modern tools. May it be in the bureau itself or the way we communicate with our members or work together, an organizational update will be the basis for a modern and efficient LYMEC.

I strongly believe that I can contribute to positioning LYMEC as the young liberal voice that is needed more than ever. Having the last European and national elections and the up rise of nationalist parties in mind I believe, it is up to liberal and pro-European Organizations to bring people together that believe the solution to current challenges is a more and better not less EU. LYMEC is one of the organisations that have the duty and the possibilities to safeguard the European idea.

If you have any questions concerning my candidacy, please do not hesitate to contact me.
I look forward to seeing all of you in Vienna.

Best regards,


Svenja Lahm