

# How to run an effective political campaigns

3 July to 8 July 2023  
 University of Cape Town

## PROGRAMME

Monday	Tuesday	Wednesday	Thursday	Friday
<b>9:00-10:30</b>	<b>9:00-10:30</b>	<b>9:00-10:45</b>	<b>9:00-10:45</b>	<b>9:00-10:45</b>
Registration	Data Needs	<b>Data:</b> Long Term Factors -Registration and Turnout Patterns	<b>Data:</b> Medium Term Factors -Economic Trends -Government Performance	<b>Data:</b> Short Term Factors: -Group Membership -Media Use
<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>
<b>10:45-11:30</b>	<b>10:45-12:15</b>	<b>11:00-12:45</b>	<b>11:00-12:45</b>	<b>11:00-12:45</b>
Campaigns In Context	Data Sources -Types -Sources -Strengths & Weaknesses	<b>Data:</b> Long Term Factors -Voting Patterns -Key cleavages	<b>Data:</b> Medium Term Factors -Party Images -Party Identification	<b>Data:</b> Short Term Factors: -Candidate Images -Issues
<b>11:30-12:15</b>				
Campaigns As Project Management				
<b>12:30-13:45</b>	<b>12:30-13:45</b>	<b>13:00-13:45</b>	<b>13:00-13:45</b>	<b>11:00-12:45</b>
<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
<b>13:45-14:30</b>	<b>13:45-15:15</b>	<b>13:45-15:15</b>	<b>13:45-15:15</b>	<b>13:45-15:15</b>
Key Elements of Campaign Communications Strategy	<b>Elective A</b> Sustainable Parties -Key functions -Models of organization	<b>Elective A</b> Candidates and manifestoes -Identifying candidates -Methods of nomination	<b>Elective A</b> Party and campaign finances -Needs -Sources: members, donors, states -National rules	<b>Elective A</b> Organizing the Ground Game -Registering voters -Canvassing -Rallies -Getting out the vote -Poll watching
<b>14:30-15:15</b>				
Key Elements of Party and Campaign Organisation				
<b>15:00-17:00</b>	<b>15:30-17:00</b>	<b>15:30-17:00</b>	<b>15:30-17:00</b>	<b>15:30-17:00</b>
<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>	<b>Coffee</b>
Campaign Ethics: Parties, Appeals, Governance and Democracy	<b>Elective A</b> Sustainable Parties -National organizations -Branches -Key people (staff, consultants, volunteers)	<b>Elective A</b> Candidates and manifestoes -Identifying issues and messages -Developing manifestoes -Coordinating messages and positions	<b>Elective A</b> Party and campaign finances -Fundraising methods	Campaign Management -Initiation and planning -Launch and execution -Tracking and control -Results management

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## TEACHING STAFF



**DR MOMAR DIENG**

Chief Strategy and Partnerships  
Officer at the African Institute for  
Mathematical Sciences



**PROF BOB MATTES**

Senior Adviser: Afrobarometer  
Principal Investigator:  
African Legislatures Project and  
South African National Election Study



**MR GLEN MPANI**

Managing Partner: Shikamo Political  
Advisory and Campaign Services



**PROF WALLACE  
CHUMA**

Associate Professor of  
Media Studies:  
University of Cape Town



**DR DELTA-LAU  
MILAYO NDOU**

Technical Advisor: Campaign  
Strategy, Media and Communications  
at Shikamo Political Advisory and  
Campaign Services



**DR STEVE JARDING**

Senior Advisor: Shikamo  
Political Advisory and  
Campaign Services

## DR MOMAR DIENG

**Chief Strategy and Partnerships Officer at the African Institute for Mathematical Sciences**

Momar Dieng is the Chief Strategy and Partnerships Officer at the African Institute for Mathematical Sciences. He holds a PhD in Mathematics from the University of California at Davis and studied development economics and public administration at Harvard's Kennedy School of Government, as well as international education policy at Harvard's Graduate School of Education. He has written on random matrices, integrable systems, string theory, and representation theory.

Momar's non-mathematical work spans education reform, digital transformation of governments, and electoral assistance. His primary interest is in developing multidisciplinary approaches to identify and address development challenges in sub-Saharan Africa. He is particularly enthusiastic about leveraging data science and technology to strengthen governance and improve public service delivery. From 2013 to 2018 he served as Senior Technical and Policy Advisor to the Minister in Senegal's Ministry of Education where he oversaw the implementation of the nation's education reform agenda and spearheaded ambitious digital transformation initiatives.

Prior to returning home to Senegal, Momar was Senior Policy Advisor for UNDP Liberia. In that capacity he provided technical support to the Government of Liberia's postwar reconstruction effort, and contributed to crafting the country's long-term economic strategy and vision, "Liberia RISING 2030". He has consulted for international development organizations on impact evaluation, educational reform and digital skills initiatives, with a focus on



improving youth employment outcomes. In that context, he recently co-authored several country diagnostic reports for the World Bank's Digital Economy for Africa Initiative.

Momar has established himself as an expert on election data analysis and analytic support to electoral campaign strategy. He regularly consults on election-related matters namely polling, campaign strategy, and the use of technology and quantitative methods for electoral campaigns. He has practical experience on advising campaign teams across the world at the local and national levels. He delivered the 2016 Bartlett Memorial Lecture in mathematics at the University of Arizona on the topic of election forensics.

## PROF BOB MATTES

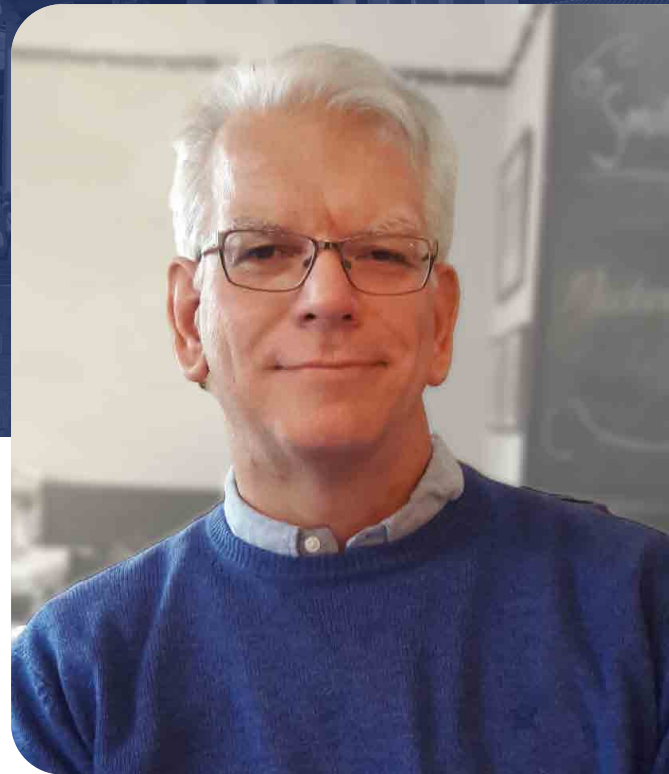
**Senior Adviser: Afrobarometer  
Principal Investigator: African  
Legislatures Project and South African  
National Election Study**

Robert Mattes is Professor of Government and Public Policy at the University of Strathclyde, and Honorary Professor at the Institute for Democracy, Citizenship and Public Policy in Africa at the University of Cape Town.

He is a co-founder of, and Senior Adviser to Afrobarometer, a ground-breaking regular survey of public opinion in 36 African countries ([www.afrobarometer.org](http://www.afrobarometer.org)).

He has also helped to launch and run other major research projects such as the African Legislatures Project (Co-Principal Investigator), a systematic study of 17 African parliaments from 2008 to 2012, and the South African National Election Study (Principal Investigator), a series of post-election surveys dating back to 1994.

As a consultant for various donors and government agencies, he has designed and conducted surveys and other research projects on subjects such as voting, elections, corruption, and mineral governance in South Africa, Uganda, Zambia, and Zimbabwe, and across southern Africa as a whole.



His research focusses on the development of democratic attitudes and practices in South Africa and across the continent. He is the co-author author (with Michael Bratton and E. Gyimah-Boadi) of *Public Opinion, Democracy and Markets In Africa* (Cambridge University Press, 2005) and (with David Denemark and Richard Niemi) of *Growing Up Democratic: Does It Make A Difference?* (Lynne Rienner Publishers, 2016) and has authored or co-authored articles in journals such as the *American Journal of Political Science*, *Comparative Political Studies*, *British Journal of Political Science*, *World Development*, *Journal of Democracy*, *Democratization*, and *Party Politics*. He holds a Ph.D. in Political Science from the University of Illinois, Urbana-Champaign (1992).



## MR GLEN MPANI

### Managing Partner: Shikamo Political Advisory and Campaign Services

Glen Mpani is the founder and Managing Partner of Shikamo Political Advisory and Campaign Services. (SPACS). He is a Harvard-trained Campaign & Political Risk Advisory expert with over 18 years of expertise in running and managing political campaigns, political risk advisory, policy formulation, and building networks of key stakeholders, including governments.

Glen is highly analytical and politically astute with experience in rule of law, human rights transparency and accountability, post-conflict reconstruction, transformational politics, and democratic governance spheres. He possesses over a decade of experience in management with extensive experience in programme design, monitoring & evaluation, strategy development and government policy analysis. Glen has worked at national, regional and international levels for various organizations including the Open Society Foundations (OSF), National Democratic Institute (NDI) & Africa Transitional Justice Research Network (ATJRN).

He holds a Bachelor of Arts degree from Africa University, and graduated with an Honours and a Master's degree in Democratic Governance from the University of Cape Town. He also holds a Master's degree in Public Administration from the John F. Kennedy School of Government at Harvard University.



## **PROF WALLACE CHUMA**

**Associate Professor of Media Studies:  
University of Cape Town**

Wallace Chuma is Associate Professor of Media Studies in the Centre for Film and Media Studies, University of Cape Town. He is a former journalist and editor in Zimbabwe, and worked for the Pittsburgh Post-Gazette in the US as an Alfred Friendly Press Fellow.

Chuma holds a PhD in Media Studies from Wits University and has published widely in peer reviewed local and international journals as well as in books. His research interests are in media policy, political communication, and the politics of representation. Within the Centre for Film & Media Studies, Chuma also serves as Programme Director for the UCT-LSE Masters in Global Media Programme. Prof. Chuma is the editor of African Journalism Studies.



## **DR DELTA-LAU MILAYO NDOU**

**Technical Advisor: Campaign Strategy, Media and Communications at Shikamo Political Advisory and Campaign Services**



Dr Delta Milayo Ndou is the in-house communications expert for Shikamo Political Advisory and Campaign Service where she is responsible for providing bespoke communications solutions to high-status clients including sitting presidents, prime ministers, and government ministers. Dr Ndou possesses formidable crisis communications expertise gained through navigating volatile elections and complex political environments, which have made her an invaluable asset given the fluidity of political campaigns.

She has led technical campaign teams on 3 presidential campaigns, 1 governorship election bid and 1 prime ministerial campaign, devising impactful and context-specific communications strategies. She has obtained and enjoys the highest levels of security clearance from Shikamo clients and is entrusted with handling the communications aspects of reputational risk issues for high-level officials before, during, and after elections. She is routinely entrusted with managing the social media accounts of heads of state and government ministers, as well as other prominent clients due to her advanced professional media skills and tactical proficiency.

Dr Ndou is a strategic thinker, whose capacity to quickly pivot in anticipating, mitigating, or neutralizing communications threats has earned her considerable respect. Shikamo clients have shown faith in her journalistic and political judgment by retaining her as a liaison to secure top-tier regional and international media appearances.

She has superb leadership skills and has trained as well as led multi-locational communications teams in high-stakes media campaigns, ensuring excellent editorial content, compelling storytelling, and impactful use of multimedia tools. In the Shikamo team she serves as a digitally savvy part-storyteller and part-firefighter who is capable of monitoring and analyzing current events, public opinion and press, identifying issues and trends, and advising Shikamo's clients on appropriate actions and responses. She holds a PhD in Media Studies and has carried out work for several international organizations including UN Women, Mercy Corps, International Republican Institute (IRI) and has done research for the Mozilla Foundation.

## DR STEVE JARDING

**Senior Advisor: Shikamo Political  
Advisory and Campaign Services**

Steve Jarding, Lecturer in Public Policy, is an American and international educator, lecturer, writer and political consultant. He has taught at the Kennedy School of Government at Harvard University since 2004, where his teaching has been recognized as “exemplary” by the Kennedy School alumni, and where his course on campaign management has twice been nominated for the Most Influential Course Award.

His research focuses on political campaigns, political advertising and campaign management. In addition to his teaching, Jarding is the founding partner and CEO of the international consulting company, SJB Strategies International, which advises candidates and causes around the world. He has lectured and consulted in over 15 countries in Asia, Africa, South America and Europe.

In addition, over a 37-year career, Jarding has managed and worked on numerous statewide and national campaigns in the United States, including an impressive list of winning US Senate and gubernatorial races. Jarding is co-author of the book, *Foxes in the Henhouse* published by Simon and Schuster in 2006 and is also the author of the American chapter on political advertising in the soon to be published international textbook, *Handbook of Political Advertising*.



He has also served as communications director and senior advisor to the Democratic Senatorial Campaign Committee in Washington, D.C. He has been a Fellow at the Harvard Institute of Politics and a Fellow at the Congressional Studies Center at the University of Oklahoma where he received his Master’s degree in Government. He holds a BA degree from the University of South Dakota.