



**On Message: Communicating the Campaign**  
Department of Government  
UCC  
March 29<sup>th</sup> 2007

**Venue: O’Rahilly Building, Room 2.55, UCC.**

**Thursday March 29th**

**9.00 – 9.30 Registration**

9.30 – 9.45 Welcome Address by Prof Neil Collins, Department of Government, University College Cork

9.45 – 11.15 Liam Weeks, Department of Government, UCC.  
“How to Win: Assessing campaign strategies at Irish elections”

Noel Whelan, Political Analyst and Broadcaster  
"The political terrain for the 2007 Election battle"

11.15 – 11.30 *Coffee Break*

11.30 – 1.00 Dr Adrian Kavanagh, Department of Geography, National University of Ireland Maynooth  
“The why's and the where's of electoral participation in Irish general election: a geographical study of voter turnout in the 2002 General Election using marked registers”

Eimear O’Leary, Department of Government, UCC.  
“The Irish Electoral Registration Process”

1.00 – 2.00 *Lunch*

2.00 – 3.30 Media Roundtable  
Fionnan Sheahan, Political Correspondent, *Irish Independent*  
Mary Smithwick, Political Editor, *Evening Echo*

3.30 – 3.45 *Coffee Break*

3.45 – 5.15 Manus O’Callaghan, Southern Advertising  
“Winning Elections: a candidate’s guide to electoral success”

Prof Neil Collins, Department of Government, UCC.  
“Marketing Strategies: Knowing Your Niche”

Convenor: Dr Theresa Reidy, Department of Government