

GUEST BRIEF

“
A free society is built on
trust in the responsible
individual — and on
responsibility for the
freedom of others. (Konrad
Adenauer)
”

hotel Ponteó, Rusovce 24. -25.10.2025 (Friday/Saturday)

Hackathon: Hack the Christian Democracy

We're delighted that you've decided to accept the invitation and be part of the Hackathon, helping us jointly explore new approaches and topics that can enable conservative politicians to better engage with the younger generation.

What to bring with you:

notebook
mobil

Dress code: Business Casual

PROGRAM:



PIATOK, 24.10.2025

9:00 - 10:00 Registration

10.00 - 10:15 Opening

10:15 - 11:30 Discussion

*The changing meaning of the christian democracy,
conservativism and liberalism*

11.30 - 12:00 Coffee break

12:00 - 13:00 Hackathon beginning

13:00 - 14: 00 Lunch

14:00 _ 15:00 Discussion: How to Create Political Content that
Resonates with Millennials and Generation Z?

15:00 -19:00 Hackathon

19:00 - 21:00 Dinner

with discussion

SOBOTA 25.10.2025

8:30 - 10:30 Hackathon

10:30 - 12:00 Presentations

12:00 Award

13:00 Closure



miesto konania

hotel PONTEO

Starorímska 1A, Bratislava - Rusovce

Transportat and parking



On the map as a
PONTEO ACTIVITY
PARK

Free parking at the
hotel



Nearest bus stop:
Gaštanová Aleja
(buses No. 91, 90).
The hotel is located 15
minutes from the
centre of Bratislava.

www.hotelponteo.sk

program

Friday 24.10.2025

hotel Ponteo, Rusovce

OPENING DISCUSSION



It will be open to the general public.

- Mikuláš Dzurinda, former Prime Minister of the Slovak Republic, President of the Wilfried Martens Centre for European Studies
- Miriam Lexmann, Member of the European Parliament (EPP/KDH)
- Tomáš Zdechovský, Member of the European Parliament (EPP/KDU-ČSL)

DISCUSSION

The Changing Meaning of Christian Democracy, Conservatism, and Liberalism



Mikuláš
Dzurinda



Miriam
Lexmann



Tomáš
Zdechovský



24.10.2025



10:00 - 11:30



Agenda

- **9:00 – 10:00** – Registration of participants, arrival of guests
- **10:00** – Opening remarks and introduction of guests (Mária Sliacka, OPORA Foundation)
- **10:05** – Speech by Mikuláš Dzurinda, President of the WMC
- **10:10** – Speech by Miriam Lexmann, Member of the European Parliament (KDH)
- **10:15 – 11:30** – Panel discussion and audience Q&A
- **11.30** - Refreshments



Moderator: **MAREK JANICA**

Law student and founder of the initiative Let's Discuss Together, recipient of the 2023 Fair Act of the Year Award for promoting democratic values.

WHAT WILL THE DISCUSSION BE ABOUT?

PART 1: Values and Ideologies

How could we summarize the changing meaning of Christian democracy, conservatism, and liberalism in one sentence?

Can Christian democracy maintain its ideology without religious references?

PART 2: Reflection on the Wilfried Martens Centre for European Studies' Research on Youth Attitudes

PART 3: What Young People Think About Conservative Politics and Politicians – Reflection on the Survey Findings

SATURDAY 25.10.2025

Day 2

Agenda:

Saturday

- 2:00 – 13:00 – Introduction to the Hackathon, presentation of tasks, group division, and introduction of mentors
- 15:00 – 19:00 – Intensive work of Hackathon participants on their assignments



14:00 - 14:45 Discussion

How to Craft Political Messages that Resonate with Millennials and Gen Z

HACKATHON TASKS:

1. Profile of Your Potential Voter

What does he or she look like, what are their concerns, where do they spend time, and what do they follow?

2. The Conservative Hero for Young People

What should a politician that young people can believe in look like?

3. Priorities and Topics That Resonate

Which specific topics have the potential to engage Generation Z?

4. Values, that resonate

How to communicate values so they feel relevant rather than outdated?

5. A Message to Christian Politicians

What should they know, understand, and change?

6. OTHER – From You to the Politicians

Any observations, recommendations, channels, tips, or inspirations.



David MASLEN

Executive Director,
MAVIO MEDIA



Zuzana HOZLÁROVÁ

activist

+ PR manager
of a political
party,
assistant to a
member of
parliament,
young activist

Moderator: **MARTINA OSTATNÍKOVÁ**

singer, moderator,
journalist



19:00 Dinner with discussion

program (TBC)

Hackathon - Day 2

AGENDA:

OUTPUTS to be presented by you

- **Meme** – capturing the feeling or perspective of a potential voter
- **Profile photo/portrait** – of the “conservative hero”
- **Reels** – short video on the topic of youth priorities
- **Carousel** – a series of visuals on values or priorities
- **Message to Christian politicians** – original creative work (interview, carousel, meme, series of quotes, etc.)

The goal of the Hackathon is to gather feedback from young people on how conservative politicians communicate and to jointly explore new approaches and topics that can engage young people more effectively.

SATURDAY

- 08:30 – 10:00 – Intensive work of Hackathon participants
- 10:30 – 12:00 – Group presentations of outputs
- 12:00 – Evaluation before the jury

JURY:

To be confirmed ...



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contact person

Mária Sliacka, Nadácia OPORA

If you have any questions, please don't hesitate to contact me...



Wilfried
Martens Centre
for European Studies

This Event receives financial support from the European Parliament. Sole liability rests with the organiser, the European Parliament is not responsible for the activity."

OPORA
nadácia pre lepšie Slovensko