



Fondation EurActiv
- Bruxelles -

EurActiv survey presentation: Public Affairs Trends for Corporates

How to successfully communicate in Brussels circles

Lunchtime Stakeholder Workshop

Organised by Fondation EurActiv

7th July 2009

12:30 – 14:00

(Venue: EurActiv Network Office, Boulevard Charlemagne 1, B-1041 Brussels)

This workshop will focus on the results of EurActiv's recent survey: "Public Affairs Trends for Corporates", highlighting several recommendations for corporations dealing with EU media. Topics to be discussed include:

- Brussels representative offices: Corporates headquarters approach vs. Brussels approach
- Federation Membership
- Communication & Advocacy
- New Media: Blogs, Content Syndication

12.30 – 12.45: Lunch and Networking

12.45 – 13.45: Presentations and discussion:

- *Results of EurActiv's survey: "PA Trends for Corporates"*, by **Rick Zedník** (Deputy CEO, EurActiv)
- *"What the EU press really wants"*, by **Gary Finnegan** (Journalist, EurActiv)
- *Open round-table discussion*, moderated by **Christophe Leclercq** (Publisher, Euractiv)

13.45 – 14.00: Conclusions

To register, please send an email with your name, organisation and title to:
corporatesupport@euractiv.com

Event organisation:

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