

EurActiv.com is in partnership with more than 100 interest groups, such as federations and associations, through the **EurActor membership**. This partnership provides efficient communication services to reach EU policy professionals in Brussels and European capitals.

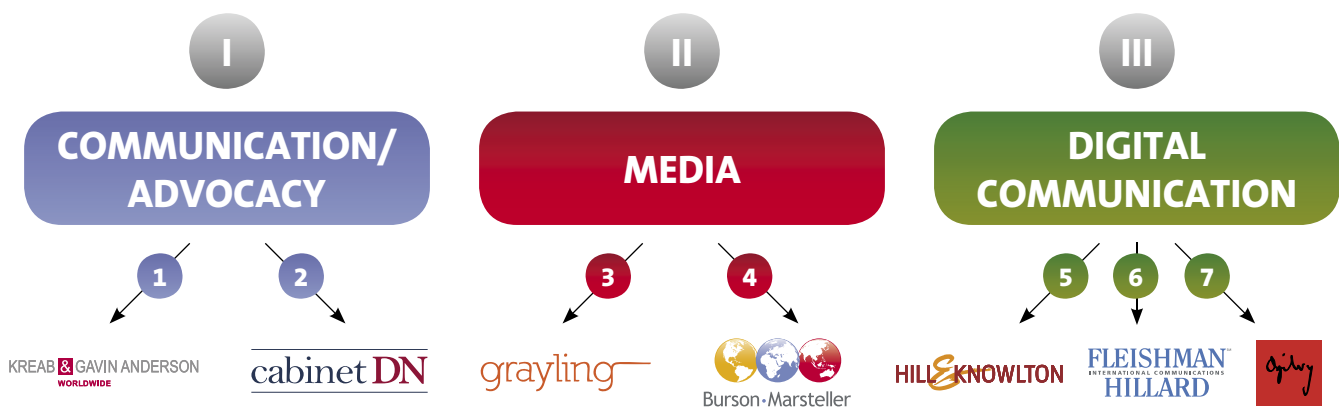
We recognise that **EU federations have specialised needs for visibility in Brussels**. We also know that promoting reputations, policy positions and events in Brussels circles is an exercise that takes care, delicacy and constant adaptation to new communication techniques.

Our experience in understanding these needs provides us with a unique position from which we can help. This

has led us to organise a series of educational events called the **EU Federation Knowledge Programme**. These workshops enable the sharing of best practices around topics that are key to many - if not all - EU federations.

The EU Federation Knowledge Programme is a series of 7 workshops with appealing topics to boost your understanding of EU communication and advocacy.

They are organised around three themes divided into workshops presented by leading EU affairs consultancies.



Following the series, participants who have attended at least 4 of the 7 workshops will be presented with an EU Federation Knowledge Programme certificate.

WHO SHOULD ATTEND

- They are for senior management and we will accept only one person per federation/association.
- Please note that each workshop is limited to 25 seats.
- Notification will be given to successful applicants on a first-come, first-served basis and on their commitment to attend at least 4 workshops out of the seven.
- These workshops are for EurActor Members only and will take place at EurActiv's offices in the International Press Center, Boulevard Charlemagne 1, in Brussels.

WORKSHOP OUTLINE

Each workshop will take place during lunch time from 12.00 until 14.00

- 12.00 Sandwich lunch and drinks
- 12.30 Presentation
- 13.15 Open discussion

AGENDA

- Workshop 1: 9 February 2012
- Workshop 2: 8 March 2012
- Workshop 3: 15 May 2012
- Workshop 4: 7 June 2012
- Workshop 5: 29 June 2012
- Workshop 6: 4 September 2012
- Workshop 7: 27 September 2012



THEME I: COMMUNICATION / ADVOCACY

WORKSHOP 1: “Preparation of legislation in the institutional machinery - how to find your way through”

KREAB & GAVIN ANDERSON
WORLDWIDE Presented by Kaisa-Maria Soro
(Partner)

On 9 February 2012

MODULE DESCRIPTION:

This session will highlight preparation of legislative initiatives at the Commission and following through the different steps of the ordinary legislative procedure. The workshop will focus on preparatory processes inside the Commission, the role of the different Directorates-General in the process, consulting the public and various stakeholders, and the final stages of decision-making on the legislative proposals, including the role of the Commissioners' Cabinets in the process. In addition, the workshop will briefly go through the steps of the first reading process in the European Parliament and in the Council.



Kaisa-Maria Soro

A Brussels lobbyist for seven years, Kaisa-Maria provides policy analysis and advice on various EU policies. She is specialised in energy and environment policies, health and consumer affairs, institutional policy, and the EU's relations with third countries.

WORKSHOP 2: “Influencing European legislation”

cabinet DN

Presented by Jacob Lund Nielsen
(Partner)
and Marcela Szymanski
(Head of Communications)

On 8 March 2012

MODULE DESCRIPTION:

An introduction to the European legislative process and co-decision making between the European Parliament and the Council of Ministers, starting from the Commission legislative proposal until its transposition into EU law. Influencing the shape and contents of European legislation is difficult but far from impossible. It requires a good sense of timing, a solid sense of politics and some carefully crafted messaging. This course will focus on understanding the role of the many decision-makers in and outside of the EU institutions, how to best engage with them, and how to make use of the media, think-tanks and alliances with other stakeholders in order to drive your message back to the policy decision makers. Using cases involving financial regulation, postal services, IPR, and clean technologies, this workshop demonstrates how even with limited resources you can become an efficient lobbying force in Brussels.



Jacob Lund Nielsen

A founding partner of cabinet DN, Brussels largest independent public affairs consultancy, Jacob advises some of the world's largest companies on European decision-making across all sectors. With over 20 years of working with politics and politicians, Jacob draws on a wealth of experience and practical cases, but has also been a visiting lecturer on European politics and integration at Charles University in Prague. An elected member of the Center for European Studies, he is a frequent speaker and commentator on current European affairs.



Marcela Szymanski

As a former *CNN en Español* Brussels-based correspondent, with graduate degrees in Economics and International Politics, she has over 15 years experience in journalism and as an adviser to corporate, non-governmental and institutional clients on media relations and political campaigning. Marcela has provided communications and positioning expertise to clients as diverse as the European Commission, the Presidency of Georgia, and the World Customs Organization, as well as to several multinational companies. She brings to cabinet DN an excellent academic background aligned to pragmatic experience in both public and private sectors.

THEME II: MEDIA

WORKSHOP 3: “The changing media landscape and how it will change approach to communications”



Presented by **Jeremy Cohen**
(Managing Director)

On 15 May 2012

MODULE DESCRIPTION:

It's no exaggeration to say that the media landscape is undergoing the biggest transformation since the invention of the printing press. Humankind now produces more information every two days than in entirety of history up until 2003. The way media relations is handled, however, is lagging the changes. Traditional mindsets mean missed opportunities.

This session will present an analysis of what's changed, what's changing, and what's likely to happen next, before moving into adaptations and structural changes that can allow your organisation to ride the wave of change rather than being swallowed up in it.



Jeremy Cohen

Jeremy Cohen is a Managing Director at Grayling Brussels with responsibility for International Corporate Communications and the Financial Services practice. Jeremy has ten years experience in the UK media, followed by global communications roles over the past 15 years at Philips, Shell, and SWIFT. He has also run his own consultancy with a focus on new media and sustainability. Jeremy is British, an Ancient History graduate from University College London, and speaks French and Dutch.

WORKSHOP 4: “How to engage concretely with the EU media?”



Presented by **Dennis Landsbert-Noon**
(Managing Director, Head of Burson-Marsteller's EMEA Media Practice)

On 7 June 2012

MODULE DESCRIPTION:

Building on the previous session about the changing media landscape, we will be looking at how to approach the media and maximise the chance of coverage. The session will introduce the Brussels Press Corps and their specificities; it will also explain how to approach and pitch stories to the media. What kind of stories are journalists in Brussels looking for? How will you become an invaluable source of information about your industry sector? Dennis Landsbert-Noon will take you through practical 'Do's and Don'ts' that will increase the success of your EU media outreach.



Dennis Landsbert-Noon

Dennis Landsbert-Noon, former Publisher of European Voice, joined Burson-Marsteller Brussels as a Managing Director in April 2007 to lead the Brussels office's media and communications team. The EMEA media practice, which he also heads, is a network of highly experienced media relations professionals, including many former senior journalists, based in Burson-Marsteller offices around Europe, the Middle East and Africa. Dennis was appointed Publisher of European Voice in 2000, having joined The Economist Group in 1995 to launch the EU affairs newspaper in Brussels. During his tenure as Publisher, he also created and launched the prestigious 'EV50, The Europeans of the Year' annual awards. Dennis started his career in journalism in 1987 and in subsequent years worked as a writer and editor for a number of UK national newspapers, including The Sunday Times, The Observer, The Daily Mail and The Evening Standard. Before joining The Economist Group, he was part of the newsdesk team at The Independent newspaper in London. Dennis is British and speaks English, Dutch and French.

THEME III: DIGITAL COMMUNICATION

WORKSHOP 5: “Lessons learned in online advocacy & stakeholder engagement - An examination of global best practices”



Presented by **Brendan Hodgson**
(Director and Digital Public Affairs Practice Lead)

On 29 June 2012

MODULE DESCRIPTION:

As the digital sophistication of public and institutional audiences across the EU continues to grow, so too must organisations and associations increasingly consider the role of digital and social media within their traditional public affairs campaigns and strategies. In recent years, numerous best practices in digital advocacy and public affairs have emerged out of the United States, Canada and other markets, further reinforcing the importance of integrated digital and traditional practices. In this interactive session, Brendan Hodgson will examine best practice campaigns from across Hill & Knowlton’s North American and global network, dissect what’s worked and why, and discuss how these best practices can be applied in the EU context. The goal: actionable insights that every participant can immediately apply to their existing activities.



Brendan Hodgson

Brendan Hodgson is Strategy Director and Digital Public Affairs Practice Lead with Hill & Knowlton International. He brings to his role more than 12 years digital public affairs and corporate communications experience. Previously based in Ottawa, Canada, and Washington, D.C., Brendan focuses his efforts on developing measurable public affairs strategies that effectively integrate digital and social media with traditional practices.

WORKSHOP 6: “Integrating digital: maximise your communication potential”



Presented by **Steffen Thejll-Moller**
(Associate Director - Digital Strategist)

On 4 September 2012

MODULE DESCRIPTION:

With politicians, officials, media, friends and foes active in the online space, digital offers innumerable opportunities to improve your existing communications – and to respond to new threats. From gathering intelligence to raising awareness to outreach and building coalitions, digital can improve everything you do. The key lies in integration: don’t believe the social media hype which implies that the web changes everything. Instead, maximise the reach and impact of all your existing activities by giving them a digital element, and reap the rewards. In this session we run through a number of traditional communications strategies and showcase ways in which to integrate them with the most appropriate online tactics.



Steffen Thejll-Moller

Steffen Thejll-Moller works across all practice groups at Fleishman-Hillard, developing digital outreach and engagement strategies, focusing in particular on effective integration of offline activity, from advocacy to media relations, with the appropriate online channels. He has previously worked in corporate communications and marketing, developing online campaigns and programmes for numerous blue-chip companies and trade associations based in Brussels. Steffen holds a degree in Modern History from Oxford University.

THEME III: DIGITAL COMMUNICATION

WORKSHOP 7: “EU digital advocacy - A ‘How To’ for creating effective activation campaigns”



Presented by **Jeff Chertack**
(Managing Director)
and **Tomas Sweertvaegher**
(Account Manager)

On 27 September 2012

MODULE DESCRIPTION:

When you need citizens on your side for an initiative or campaign, how do you engage them in a sustainable and successful manner? Which platforms work, and what should the content look like? In this workshop, Ogilvy will answer these questions by providing examples of advocacy campaigns rolled out across the EU that leverage social media for public affairs and public communications success. Our experts will give a practical ‘how to’ on designing and implementing a social media strategy that resonates - either baking into an existing campaign or building a new one from the ground up. Particular attention will be given to selecting the right platform and matching it with compelling content that will create genuine engagement by citizens, policy makers, NGOs and other policy stakeholders on issues of importance to you.



Jeff Chertack

In January 2010, Jeff took the helm as managing director of Ogilvy PR’s European public affairs hub in Brussels. He brings experience at the intersection of communications and public policy.

He specialises in international campaign building and coordination, developing relationships with advocacy organisations, issues management and policy strategy for global NGO and corporate clients. His work has spanned across Ogilvy’s network, frequently collaborating with colleagues around the globe to maximise campaign impact.



Tomas Sweertvaegher

Tomas Sweertvaegher is an Account Manager at Ogilvy Public Relations Worldwide / Brussels. As the Belgian member of the international Digital Influence network of Ogilvy, he is responsible for the digital strategy and implementation of different PR projects for corporate and institutional clients.



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