

Format

EurActiv's lunchtime Stakeholder Workshops bring together 25-30 senior stakeholders from EU institutions, industry and civil society to discuss specific EU policy issues. Our objective is to have in one room representatives of all major positions on a given policy issue: not only does this allow for a genuine debate to unfold, but it also represents a considerable networking opportunity.

SPONSORSHIP RATE: EUR 9.500

EurActiv workshops are lunchtime events, starting at 12:00 and ending at 14:00.

Our typical agenda includes:

- 12:00 - 12:30: networking lunch;
- 12:30 - 13:45: debate among stakeholders (institutions, industry, NGOs etc.), moderated by EurActiv
- 13:45 - 14:00: conclusions.

The debate begins with 3-4 short "impulse statements". Impulse statements are 5 minute presentations of the policy priorities and positions of the speaker's organisation. On panels are usually represented: the European Commission, the European Parliament, industry (corporation and/or trade association), civil society (environmental NGOs, human rights organisations etc., depending on topic).

Impulse statements set the scene for the following debate, open to all participants.

Although EurActiv journalists are typically present, the debate itself is not directly reported on. However, video interviews with prominent participants are filmed before and after the debate and posted online.

Benefits of Sponsorship:

Input opportunity:

- Content input: sponsors have the opportunity to help EurActiv define the angle of the debate;
- Propose invitees: sponsors can propose names to be included in the list of invitees prepared by EurActiv;
- Reserve up to 3 places around the table for representatives of their office or for trade associations they are involved in;

Speaking opportunity:

- Select a panellist to provide an "impulse statement": sponsors can designate a panellist to participate in the opening round of "impulse statements", setting the scene before the open debate; this is usually an expert on the debated topic, either from the sponsor's office or from an organisation sponsors are associated to;

Branding Opportunity:

- Logo and / or name mention on all related electronic and printed material before, during and after the event: this includes branding opportunities on invitations to panellists and participants, on the debate's programme, as well as on the follow up and the debate summary circulated to participants;

Feature in video interviews at the event: the EurActiv EUX.TV team produces interviews of a selected number of participants and posts them online following the event.

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