



A D V O C A C Y A N D C O M M S

I N A P O S T - C R I S I S P E R I O D

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CREDIBILITY



COMMUNICATION



STAKEHOLDERS



SOCIAL MEDIA



INFLUENCE



MESSAGE



REGULATORY
AFFAIRS



BRUSSELS
PRESS CORPS



CAMPAIGN

The Yellow Academy is a series of workshops on EU Lobbying and Communication with a strong focus on case studies. The key concept of these sessions is to focus on sharing the latest trends in communication and advocacy and illustrate them with concrete examples, in order to generate interaction between participants.

This edition of the Yellow Academy is focused on the practical solutions for EU Affairs actors in the post-Covid era. Join these sessions to know how to interact with media, reach policy makers, follow policy developments, and more. Improve your advocacy toolbox to come out of the crisis stronger!

ATTENDANCE & REGISTRATION

By invitation only

Registrations are on a first-come,
first-served basis

Designed for Comms and
Advocacy Managers

WORKSHOP OUTLINE

Workshops take place
each month,
on Thursdays,
12.00 - 13.00

LEADING CONSULTANCIES

Trainers have been selected from leading consultancies in Brussels in order to spark vibrant debate.

Participants are EURACTIV's partners coming from trade associations, corporations,
NGOs, political parties, and think tanks.



SESSION 01

EU-Funded Projects: how to bid and disseminate effectively

JANUARY 28

SESSION 02

EU Carbon Border Adjustment Mechanism

FEBRUARY 18

SESSION 03

How to build lasting influence through media engagement

MARCH 18

SESSION 04

Advocacy 21: A new approach to winning campaigns

MAY 6

SESSION 05

How to build a content hub for your campaign

JUNE 17

SESSION 06

Towards the Creation of a Material Stewardship Programme for Lead-based Batteries

SEPTEMBER 23

SESSION 08

Exclusive Cocktail Party hosted by EURACTIV

TBC


SESSION 07

From Brussels to capitals: engaging different levels in policy-making

OCTOBER 14

Workshop Dates
2021





SESSION 1 • 28 JANUARY

LUCREZIA SCARAPICCHIA & CRISTINA ZYGOMALAS

EU-Funded Projects: how to bid and disseminate effectively

As we enter the new MFF cycle, those who wish to apply for EU funds must master the appropriate skills to secure and implement effective EU projects. Whether your association already manages EU-funded projects or plans to apply for EU funding in the future, knowing the best communication and dissemination options will not only help you secure projects, but will ensure they are implemented well. In this session, EURACTIV will provide useful tips for the bidding process through an EU project expert, as well as showcase good practices and tools to amplify the reach of your EU projects.

Lucrezia is Senior Partnerships Manager at EURACTIV, taking care of new partnerships with trade associations and cooperations. Before joining EURACTIV, she worked on the Brexit withdrawal agreement and on development policy at the European Parliament. Previously, she worked in the Political Section of the EEAS Delegation in Beijing. She holds a BA Hons degree in International Relations from the University of Exeter and is the founder and president of the first network of young Italians in Belgium.

Cristina Zygomas is a passionate European who thrives in a multi-cultural environment. After graduating at Sussex University, she pursued a career in advertising and worked as account manager for various international brands. She has now added EU projects to her portfolio and is very happy to draft innovative communication strategies for the public sector.



EURACTIV



SESSION 2 • FEBRUARY 18

NIELS VAN VELDE

EU Carbon Border Adjustment Mechanism

As policymakers in Brussels search for the right format for a possible Carbon Border Adjustment Mechanism (CBAM), European stakeholders are searching for ways to shape the discussions. Fairness – a principle embedded in EU trade policy and top of mind of its new trade commissioner – is set to become a key challenge for the Commission when proposing its legislation. Whom to include and whom to leave out? Will the measure comply with WTO rules, or will retaliation follow? And American criticism has not gone away – although the Biden administration may be eyeing its own CBAM. The Commission has estimated that a CBAM could generate €5-14bn – but how to make it worth the trouble?

Niels works across the Public Relations, Public Affairs and Corporate Communications practices. He is currently providing PA and communications advice to a number of clients in the areas of sustainability and trade. Navigating and monitoring of the political and media environment is part of his core expertise – particularly on topics related to the Green Deal, hydrogen, CCUS, (ETS) emission legislation and upcoming Carbon Border Adjustment Mechanism (CBAM). Before joining H+K, Niels worked for the Royal Dutch Hunting Association alongside his studies for his Bachelors in Corporate Communication. He supported the association in its local and national lobbying and built experience in political outreach, media relations, and stakeholder engagement. He has also developed his understanding of local government via an internship at the municipality in Veenendaal in the Netherlands. During his study in Corporate Communications Niels specialised in, respectively, Reputation Management, International Corporate Communication, and Public Affairs & Lobby in the European Union. His Bachelor Thesis concerned the messaging of self-regulatory bodies and trade associations in a European context. Niels speaks in addition to his native Dutch, English and German.





SESSION 3 • MARCH 18

DELIA VOICA & MARGAUX DEMEYER

How to build lasting influence through media engagement

Engagement is one of the buzzwords you'll hear the most in communications in 2021. It applies to media relations, social media, networking and more. Organisations have developed their digital channels – and for all that, we need human connection more than ever. Logos will highlight strategies that prioritise making engagement to make change.

Delia Voica has over 10 years of experience in Communications and Public Relations. Delia is a communications professional with extensive knowledge in media relations and communications. In her role, she leads on media engagement, making sure that her client's messages are reaching the right journalists and receive further visibility in the media. Delia is an undergraduate in PR & Communications and holds a Master's degree in Media Culture from Maastricht University.

Margaux Demeyer has almost 4 years of experience in European Communications and Public Relations. She specialises in strategic digital communication and influencer marketing. Organised and solution-oriented, Margaux works on press relations and digital engagement to create impact on various media channels and platforms while putting human relations at the heart of her work. Graduated in English literature and international relations, she is also good with words (in 3 different languages).

logos



SESSION 4 • MAY 6

EMMA BROWN & KEVIN HINEY

Advocacy 21: A new approach to winning campaigns

The COVID-19 Pandemic will leave a permanent mark on how organisations engage with the policymaking landscape and react to critical issues, potential risks or a full blown crisis. Advocacy 21 will dig into the strategies and tools needed to successfully navigate this new environment, communicate effectively and deliver a winning campaign.

Emma Brown: As Director of EU Affairs and head of the Brussels office, Emma oversees all activities in the Brussels office. She drives media, political and regulatory engagement for a number of Red Flag clients in Brussels as well as across Europe, Africa, South America and the USA. She is experienced in leading major pan-European campaigns in the field of environment, chemical, consumer, agriculture, healthcare, digital and financial services. Emma previously provided strategic advice to a non-profit organisation, worked for a policy unit in the European Commission, and for a trade association representing the toy industry.

Kevin Hiney is an Account Manager responsible for the design and implementation of regulatory, public affairs and communication campaigns for Red Flag clients. He has worked with organisations and associations across numerous fields including the consumer goods, industrial, agrifood and financial services sectors in Europe and the USA. Before joining Red Flag, Kevin worked as a policy analyst with Airbus in Brussels and previously worked in the Irish Department of Foreign Affairs and Trade. Kevin holds a Bsc. in Government from University College Cork (UCC) and a Msc. in EU Politics and Policy from the London School of Economics (LSE).





SESSION 5 • JUNE 17

PETER WILSON & RAQUEL SANFRUTOS

How to build a content hub for your campaign

When constructed properly and planned through insight, content hubs are a smart way to 'own' at least part of the conversation around a key issue. Knowing what you need starts with a look at the issue landscape and your own channels. We'll explain the process and help you weed out the bad from the good.

Peter Wilson is a content expert with over 15 years of experience helping organisations find and tell their stories, cutting through the noise on digital channels so that they are heard.

Raquel Sanfrutos is a creative graphic, branding and web designer with more than eight years of experience, creating impactful assets brand solutions for high-profile clients across numerous industries. Prior to joining FleishmanHillard, Raquel was a Senior Creative Designer at ICF Next, where she worked with the European Commission on using visual communication to help address societal challenges in health and food safety.



FLEISHMANHILLARD





SESSION 6 • SEPTEMBER 23

GERT MEYLEMANS

Towards the Creation of a Material Stewardship Programme for Lead-based Batteries

In 2020, the lead production and lead battery industries, represented by four associations, joined forces to advance environmentally-responsible production and recycling worldwide. The programme aims to improve standards in countries where informal recycling is dominant, while maintaining the highest standards worldwide and keeping pace with growing demand for energy storage.

Gert joined Kellen Brussels as Senior Communications Manager in August 2018. He has been working mainly on EUROBAT - the Association of European Automotive and Industrial Battery Manufacturers. EUROBAT is committed to better position its members, the industry at large, as well as the association itself. The battery industry is currently, but also in the next years, facing opportunities as well as several legislative challenges. As Communications Director, it is Gert's role to strategically communicate key messages to the available channels and make sure EUROBAT's voice will be better heard in the Brussels arena and across Europe. One of his core responsibilities is to further extend relations with the key players in the supplier value chain, as well as with the major industry stakeholder associations. In terms of messaging, Gert's role is to highlight batteries' sustainable credentials due to their storage capacity of renewable energy, role in reducing CO2 emissions and advanced recyclability. Gert, who holds a degree in Marketing and Communications, has more than 25 years of expertise and international experience in automotive PR and corporate communications. He previously worked at Nissan Belux, Bridgestone EMEA and more recently as a freelance communications consultant at CLEPA, the European Association of Automotive Suppliers.





SESSION 7 • OCTOBER 14

GIORGOS XENOKRATIS & BRENDAN MORAN



From Brussels to capitals: engaging different levels in policy-making

Bringing stories from where the policy is implemented to where the policy is made can advance your advocacy. The Acumen team will provide you with insights and best practices on leveraging your local presence and membership to move the needle in Brussels policies.

Over the course of a career that spans from Europe to the United States, Giorgos has shown a passion for politics and policy that can drive positive change in the world. He has the ability to create clarity out of complexity, crafting compelling narratives that cut through the noise, and messages that influence outcomes and change reputations. Communicating innovation - the technologies and solutions that are re-shaping the way we live, work and move - is fundamental to Giorgos' role. He excels at showing policymakers how entrepreneurial companies are making the impossible possible across Europe and is passionate about unlocking opportunities for business to realise its innovation potential.

Brendan Moran is an Account Director in the healthcare team with over eight years of experience in EU affairs. Prior to joining acumen public affairs, Brendan was a Senior Policy Adviser to the CEO at the American Chamber of Commerce to the EU, where he advised the Board and senior leadership on implementing public affairs and communication strategies and was responsible for briefing the CEO on European and international affairs. Before this, Brendan worked in the healthcare team at a Brussels-based public affairs consultancy and in the EU affairs office of a multinational pharmaceutical company. Brendan holds an MA in European Political and Administrative Studies from the College of Europe and a BA in European Studies from King's College London. Brendan is a British national, and speaks fluent French.

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