YELLOW ACADEMY

2022 PROGRAMME
The Yellow Academy is a series of workshops on EU advocacy 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.

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.
Workshop Dates 2022

SESSION 1 • 18 MARCH
Communicating with Impact
Speaker: Judith Schilling, Acumen Public Affairs

SESSION 2 • 20 MAY
One year before entering election mode
Speaker: Henrique Burnay, Euopportunity

SESSION 3 • 24 JUNE
Building a campaign from the ground up
Speaker: Roxana Moldovan & Elliot Tricot O’Farrell, RedFlag

SESSION 4 • 30 SEPTEMBER
Rethinking your Association’s overall strategy
Speaker: Tomas Dimitrov, Logos PA

SESSION 5 • 28 OCTOBER
How to work with sovereign clients on EU reputation campaigns
Speaker: Nicholas Whyte, APCO Worldwide

SESSION 6 • 18 NOVEMBER
The U.S. Cotton Trust Protocol: a case-study in EU-US policy and communication
Speaker: Andrea Nazario Ferrando, Hill+Knowlton
UPCOMING SESSIONS
COMMUNICATING WITH IMPACT

The biggest mistake you can make in political communication is to believe that good content alone can win you anything. We want to break with the “content is king” myth and invite you to join us in a journey through devious algorithms, true thumb stoppers, and yes, a lot of emotions in policy communications. And don’t worry, we are not burying the content king but equipping him with a powerful entourage instead.

Speaker

JUDITH SCHILLING

Judith is the communications expert within Acumen. She started her career in the 2008 U.S. election campaign and has built up her experience in political campaigning in various communication agencies. Judith was developing and implementing numerous multi-channel campaigns for political institutions, parties and associations all over Europe. Before joining Acumen Judith lead the campaigning efforts for the European Commission and was responsible for the NextGenEU as well as the Greendeal campaign. Judith holds an MA in Media and Political Communication and a BA in International Communication Management.
European associations tend to focus on the European decision-making process and more than on national influence. Yet it always plays an important part and more so on the way to the elections. How to manage your agenda, priorities and strategies in the midst of this process? How to follow what's important at the national level? How to make your issues and goals aligned with key Parliamentarians and Council?

Speaker

HENRIQUE BURNAY

Henrique Burnay, senior partner of Eupportunity, works for the representation of entities in the European Institutions and in the preparation of applications to European funding centralized management.

He was a political advisor to a Member of the European Parliament, and press advisor to the Minister of Justice.

He has worked with publishing organisations such as Grande Reportagem, O Independente, Expresso, Público, Elle, and Atlântico. He has a Master’s degree in Political Theory and Political Science from the Institute of Political Studies at the Catholic University of Portugal and a degree in Law from the Faculty of Law of the University of Lisbon.
What do you do when a national issue suddenly becomes pan-European but doesn’t feature on the EU’s agenda? Drawing on a real life case study, this session will look at ways to put issues on the Brussels agenda to solve national business critical issues. From finding the right hook for stakeholders, to picking the right moment to engage with the media, it will illustrate how to successfully bring your national campaign to Brussels.

**Speakers**

**ROXANA MOLDOVAN**

Roxana conducts comprehensive and evidence-based research, while developing, implementing and monitoring public affairs and communication campaigns carried out on behalf of some of Red Flag’s clients in Europe. She covers topics such as agriculture, environment, healthcare, and financial services. Roxana previously provided strategic advice to Romanian companies in the agricultural and fisheries sectors, worked for the legal service of the European Parliament, and for a legal consultancy carrying out compliance assessments for the European Commission.

**ELLIOT TRICOT O’FARRELL**

Elliot is an Account Manager in Red Flag’s Brussels Team. He joined from another EU agency specialising in public health. He has managed projects linked to the EU’s approach to risk and hazard and has experience engaging at both EU and national levels for a number of clients. At Red Flag he works with clients in the professional services, technology and healthcare sector.
RETHINKING YOUR ASSOCIATION’S OVERALL STRATEGY

Many associations reach a critical point in their existence, which requires a rethink of their entire strategy. Whether this review is more members oriented or focused more on lobbying and external communication, undergoing such a review is never an easy task. Logos will share some concrete examples of strategic repositioning and how (what initially seemed to be) tricky situations were bypassed.

Speaker

TOMAS DIMITROV

Public Affairs & Association Management professional in the Digital, Space, Aviation industry.

With a strong experience of more than 6 years in the fields of transport, environment and aerospace, Tomas has specialised knowledge in EU decision-making process, with successful public affairs and communication campaigns.

Within Logos, Tomas leads the Digital, Space & Aviation practice. He is an expert in project management, leading membership development campaigns and strategic communications (digital and social media strategies).
HOW TO WORK WITH SOVEREIGN CLIENTS ON EU REPUTATION CAMPAIGNS

Whether in the context of managing European Union presidencies, wishing to achieve specific foreign policy objectives or to strengthen trade and diplomatic relationships, both European and non-European governments often seek to undertake reputation campaigns at the EU level. The session will explore best practices and examples of successful engagements at the EU level on behalf of sovereign clients.

Speaker

Nicholas Whyte, senior director in APCO’s Brussels office, has more than two decades of experience in international affairs, advocacy and research. He counsels APCO’s clients on ally development and coalition building, advocacy, public affairs and strategic communication. Since joining APCO in 2014, Dr Whyte has been leading the Global Solutions practice in the Brussels office, overseeing work with a strong geopolitical dimension including APCO’s work with the 2018 Bulgarian Presidency of the European Union.

He was recognized in 2017 and 2018 as one of the top 40 online EU Influencers on Twitter.
THE U.S. COTTON TRUST PROTOCOL: A CASE-STUDY IN EU-US POLICY AND COMMUNICATION

The session will be given by Hill+Knowlton Strategies, a renowned PR/PA agency with offices in Brussels and all over the world. We will deal with the case of a US entity willing to widen and expand its network and reputation in the EU. The speaker will provide advice on how to mix policy influence activities and communication work to influence various audiences.

Speaker

ANDREA NAZARIO FERRANDO

Andrea is a member of Hill+Knowlton Strategies’ Brussels team, supporting clients in driving their Public Affairs and Communications actions at the EU level. He mainly deals with companies from the agriculture, digital, energy and healthcare sectors, holding a strong focus on non-EU companies that are willing to enter the EU market. Prior to joining H+K, Andrea completed two traineeships in Brussels: one as an advisor on structural funds and cohesion policy at Regione Piemonte – EU Delegation, one as a personal assistant in the European Parliament. Andrea has a background in International Relations and European Affairs, having graduated from the universities of Genoa (bachelor) and Bologna (master) in Italy. He also spent an academic year at University College Cork (Ireland). He is a native Italian speaker, speaks English and Spanish fluently and has a good command of French.
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