Yellow Academy
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. They provide a platform for vibrant discussion and networking.

Trainers have been selected from leading consultancies in Brussels. Participants represent industry associations, NGOs, political groups, and think tanks.
Workshop overview

Session 1

Media’s role in shaping the EU affairs narrative: understanding the impact
Hosted by Euractiv
23 February 2024
9:30 - 10:30

Session 2

Writing compelling content for EU bubble audiences
Speakers: Delia Voica & Edward McCafferty
22 March 2024
9:30 - 10:30

Session 3

Euractiv members’ best practice: peer-to-peer exchange on successful communication campaigns
Hosted by Euractiv
26 April 2024
9:30 - 10:30
Session 4

Elevating an event to an experience
Speaker: Judith Lancaster
31 May 2024
9:30 - 10:30

Session 5

Advocacy after the EU elections - how to implement a successful integrated campaign
Speakers: Sonia Staicu & Lorenzo Torti
28 June 2024
9:30 - 10:30

Session 6

Online campaigning in an election year
Speakers: Harriet Fry & Wout Gevaert
27 September 2024
9:30 - 10:30

Session 7

Turbocharge your email marketing
Speakers: Doriana Forleo & Valentina Ferrara
25 October 2024
9:30 - 10:30
Media's role in shaping the narrative in the EU affairs landscape: unveiling the dynamics

Synopsis

The session will explore media's role in shaping the narrative surrounding EU policy debates, and what the daily life of EU media journalists looks like. Which channels do reporters use for engaging with audience and sources? What does it take to build a trustworthy relationship? What is newsworthiness?

Participants will discuss media impact and media relations directly with the Euractiv reporters.

Evi Kiorri
Journalist and Multimedia Producer

Evi Kiorri is multimedia producer and journalist at Euractiv since June 2020. She hosts the Beyond the Byline podcast and produces videos focusing on various topics related to EU politics and policy. Before joining Euractiv, Evi worked for the Dutch newsite The Northern Times and the Greek newsite news247.gr.

Angelo Di Mambro
Agrifood Editor

Angelo Di Mambro joined Euractiv in January 2024 as editor for EU agriculture and food policies. Based in Brussels since 2011, he authored publications on global agricultural challenges and the Common Agricultural Policy and coordinated multimedia projects for news and scientific consortia. In 2019-23, he covered the "Green Deal" for ANSA.
Session 2 • 22 March 2024

Writing compelling content for EU bubble audiences

Synopsis

A hands-on session that would help you elevate your communication skills, navigate intricate policy landscapes, and strategically engage with key stakeholders. This session empowers you to tailor messages that resonate within the unique dynamics of the European Union, fostering influence and impact.

Delia Voica
Communications Director

Delia, a seasoned communications and public affairs expert, specialises in formulating communication strategies for diverse clients at Logos. She ensures the execution of these strategies to effectively meet the communication goals of the clients.

Edward McCaffery
Communications Manager

Edward is a talented copywriter and experienced communications professional, with a vast understanding of complex technical content. At Logos Public Affairs, he oversees the content planning and production for clients in the sustainability, energy and mobility ecosystem.

Logos is an advocacy, coalition building, communication and public dialogue consultancy. Clients trust us to steer alliances, activate communities, and engage with policymakers. We offer a compelling combination of technical expertise, political savviness, razor-sharp communication, coalition building, and event organisation. While our heart is boutique, our reach is global. In 2012, we were integrated into the MCI Group and we work with its 62 office in 31 countries across the world.
Hosted by Euractiv, the session will foster dialogue amongst communication professionals, centred around effective communication strategies and the difficulties faced in the EU Affairs market.

Two member organisations will present their examples of successful campaigns. Discover strategies employed in well-performing campaigns, and gain actionable insights to enhance your practices.

The key objectives are to share best practice, to foster peer-to-peer exchange, and to discuss the challenges in Brussels’ policy comms.

Session synopsis

With speakers from

Euractiv is a leading policy media in the EU affairs market. By combining expert EU policy analysis across eight thematic hubs, and impactful reach amongst an influential audience, we hold a unique position in the European media landscape. We bring complex policy discussions to the attention of stakeholders in Brussels and across European capitals.
Synopsis

Too often Brussels events have followed a similar format – rich in content and expertise, but low in energy and excitement. But in recent years we are seeing more and more examples of innovative ways to bring a policy discussion to life. Judith Lancaster, Head of Communications at Acumen Public Affairs will provide you with tips and tricks on how to elevate your event to an experience, and talk you through some interesting case studies of putting ideas into action.

Judith Lancaster
Head of Communications

Judith is the communications expert within Acumen. For more than 14 years she is helping public and private sector clients all over Europe to improve communications efforts and develop campaigns relevant to their audiences.

Acumen Public Affairs’ philosophy is to provide clients with value adding strategic counsel and high quality execution – by the same people. When we commit to an assignment, this means personal supervision and implementation by Acumen partners from beginning to end. That way we can ensure that we deliver results and surpass expectations – and do so at competitive prices that only an independent agency can offer.
Implementing successful integrated campaigns

Synopsis

Every organisation faces potential issues that, if neglected, may escalate into full blown crises. Learn to step back, plan for challenges, and implement effective campaigns post-EU elections, drawing from Red Flag’s global expertise.

Sonia Staicu
Account Director

Sonia, a seasoned political strategist, is Account Director in Brussels. With expertise in the fields of health, digital, security, agriculture, food and drinks, she shapes and oversees impactful public affairs and communications campaigns for clients in Brussels, Europe and beyond.

Lorenzo Torti,
Senior Consultant

Lorenzo has 15 years of experience in public affairs and strategic communications. He has been advising the senior management of blue chip companies, trade associations and NGOs on a wide range of issues, with a focus on sustainability and digital.

Red Flag’s clients trust our global team of expert strategists and campaigners – drawn from the worlds of media, politics, business and diplomacy – to cut through the noise and address their regulatory, reputational and communications challenges.
**Online campaigning in an election year**

**Synopsis**

The social media landscape has changed dramatically, notably with Twitter becoming X and the rise of new platforms. We will be looking at what this means for public affairs professionals committed to engaging with a new cohort of EU policymakers, as well as at the impact of the new EU rules on online political campaigning, and the increasing role of AI in political communications.

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**Harriet Fry**
Account manager

Harriet is an Account Manager at Hill and Knowlton Brussels and works across technology, sustainability and logistics clients. She focuses on integrated campaigns which combine digital communications, media and traditional stakeholder outreach.

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**Wout Gevaert**
Senior Account Manager

As Senior Account Manager, Wout advises clients on policy communications, public affairs and media relations in the healthcare, energy & industrials, food and sports sectors. He helps clients develop and roll out multi-market integrated communications campaigns.
Synopsis

Emails are dead, long live emails! Often overlooked, email marketing is a very important communications tool able to scale up the visibility of your organisation. Do emojis in subject lines work? Do images impact the deliverability of your email? We will answer these practical questions by looking at real cases and discussing the lessons learned from successes as well as failures. After this training, you will look at emails with a new eye: they will not be an ancillary tool but a strategic (and fun) one!

Doriana Forleo
Communications and Events Director

Doriana is a communications professional with a wealth of experience in the energy and environmental sectors. Over the past 7 years, she has been based in Brussels, where she has been providing communications support to trade organisations, NGOs, and public institutions.

Valentina Ferrara
Communications Manager

Valentina has several years of experience in managing the communications of EU associations as well as EU projects active in different sectors from foreign affairs to financial services, from transport to energy.

CLERENS is a leading public affairs and communications consultancy based in Brussels. We are specialised in advocacy, political and regulatory risk assessment, public funding, strategic communications, event management, project management and association management. We have in-depth expertise in energy, environment, climate and mobility.
Contact us

Elena Kehl
EU Affairs Manager
elena.kehl@euractiv.com

Maria Polynaki
EU Affairs Assistant
maria.polynaki@euractiv.com