

NEW!

6-days



WORKING WITH THE EU

EUROPEAN PUBLIC AFFAIRS MASTERCLASS

13-18 April | 13-18 July | 5-10 October

- ▶ A 6-day programme based on a strict methodology.
- ▶ Delivered by 20 leading practitioners and EU officials.
- ▶ Fully interactive. Lobbying cases & working group projects.
- ▶ Full time presence of a Course Director.
- ▶ Includes a half-day of Media Training.
- ▶ 3 visits to the EU Institutions. 1 dinner with VIP guest speaker.

TARGET: This seminar is the perfect tool for Public Affairs practitioners wanting to increase their effectiveness and take their activities to a higher level. It is also ideal for national managers taking on European responsibilities and senior executives moving into the European domain.

More than
40 sessions
Since 1996



Brussels' leading training centre in EU Public Affairs & Lobbying

SOME CLIENT REFERENCES

▶ CORPORATIONS

3M Europe • ABB • ABN AMRO • Accor • Altadis • Altran • ARCELOR • Arianespace • Aventis • Bayer
Cropscience • British American Tobacco • Cargill • Caterpillar • Chanel • Cisco System • Citigroup •
Coca-Cola • Credit Suisse • DELL Europe • DOW Chemicals • Du Pont de Nemours • EADS • Electrabel
• Electrolux • Fiat • Ford Motor Company • Fujitsu • GlaxoSmithKline • Hewlett-Packard • Intel
Corporation • IVECO • Johnson & Johnson • Kimberly Clark • KLM • Kraft Foods Intl • Lafarge • LOT
Polish Airlines • Marks & Spencer • Masterfoods • Merck, Sharp & Dohme • Michelin • Microsoft • Rank
Xerox • Nethold Finance • Norsk Hydro • Nutricia • Oracle • Philips International • Philips Consumer
Electronics • Pierre Fabre • Procter and Gamble • Raytheon International • Red Bull • Rohm and Haas
• Rothmans • Sanofi-Aventis • SAS • Schlumberger • Siemens • Smithkline Beecham Biologicals •
Solvay • Tetra Pak • The Boeing Company • UCB • Unilever • UPS • VISA • Volvo Group • *and many
others...*

▶ National and International Institutions

▶ Professional Federations and Associations

▶ Regional Authorities

▶ NGO's

METHODOLOGY

- A 6-day, thematically-structured programme, built on ten years of experience.
- Experienced lecturers and 'godparents' guide participants through the intricacies of EU affairs via daily feedback sessions and a final case study.
- Managed by a full-time Course Director and support team.
- Divided into six thematic days, giving participants a thorough immersion in EU Affairs.

CONTENT

- A comprehensive examination of the functioning of the EU, major stakeholders, communication skills and technical lobbying methodology.
- Interactive lecture sessions, an insider's view of the EU Institutions, an explanation of lobbying strategies, practical media training, and a detailed simulation exercise.
- Practical communication exercises with a professional cameraman.
- A detailed and interactive simulation exercise based on a real lobbying dossier.



Daniel Guéguen
Executive Chairman



Boris Rousseff
Customised Programmes



Robin Pedler
Director of Studies



Vicky Marissen
Director CLAN PA

WORKING WITH THE EU

SUNDAY : Institutions and Decision-making processes

- 13:00 **Introductory Session with the Course Director** *Boris Rousseff*
- ▶ Structure of the Programme
 - ▶ Participant introduction
 - ▶ What is Public Affairs?
 - ▶ Panorama of actors in Brussels
 - European Associations, NGOs, European Trade Unions, Industrial Lobbying
- 14:30 **The Role and Powers of the European Institutions** *Boris Rousseff, Andoni Hidalgo*
- European Commission
 - Council of the European Union
 - European Parliament
 - European Court of Justice
- 16:30 *Coffee break*
- 16:45 **The Decision-Making Processes in the European Union** *Andoni Hidalgo*
- Co-decision procedure
 - Consultation procedure
- 18:00 *End of session*

MONDAY : Interactive Lectures at the European Institutions

- 09:00 **Methodology of Monitoring EU Information** *Fanny Grossin*
- ▶ Identifying sources of information
 - ▶ Managing the information
 - ▶ Identifying key stakeholders
- 10:30 *Coffee break*
- 10:45 **Working Group Exercise - Finding EU Information** *Fanny Grossin*
- ▶ Finding an official document
 - ▶ Identifying the institutional actors
 - ▶ Who are the key stakeholders?
 - ▶ What does the press think?
- 12:00 *Lunch*
- 13:30 **(Austrian) Permanent Representation** *Elisabeth Karamat*
- ▶ The role of a Permanent Representation
 - ▶ Representation of national interests
 - ▶ Working with the Council
- 14:30 **Council of Ministers** *Charis Xirouckakis*
- ▶ The voice of the Member States in Brussels
 - ▶ The political power of the Council
 - ▶ The role of the Council Secretariat
- 16:30 *End of session*

TUESDAY : Monitoring Information and Funding Opportunities

- 09:00 **What's on your mind?**
- 09:15 **Comitology Reform** *Vicky Marissen*
- ▶ The execution powers of the European Commission
 - ▶ The three types of comitology committee
 - ▶ The 2006 reform
- 12:15 *Lunch*
- 13:15 **Visit to the European Parliament** *Frank Schwalba-Hoth*
- 15:00 **EU Funding Case Study - The key to successfully applying** *Ruth Estrada*
- ▶ An overview of funding sources
 - ▶ Types of EU grants and incentives
- 17:00 *End of session*

WEDNESDAY : Lobbying Strategies and Methodology

08:45 *What's on your mind?*

09:00 **Structure and Methodology of a Lobbying Campaign**

Daniel Guéguen

- ▶ Lobbying strategies
 - Preparatory stage
 - Where and when to intervene?
 - Types of strategies
- ▶ Dealing with constraints

10:30 *Coffee break*

10:45 **How to build networks and coalitions in Brussels**

Truus Huisman

- ▶ Upstream and downstream networks
- ▶ Transversal coalitions
- ▶ Personal credibility

12:15 *Lunch*

13:00 **NGO's approach to lobbying campaigns**

Delia Villagrasa

- ▶ NGOs' structure at EU level
- ▶ How influential are they?
- ▶ Cooperation between NGOs and industry

14:30 **European Trade Associations and lobbying**

Yves de l'Espinay

- ▶ Analysing the efficiency and influence of a European association
- ▶ Credibility vs representativeness

15:30 *Coffee break*

15:45 **Scenarios for the future of Public Affairs
Towards a radical change in PA strategies**

Russell Patten

- ▶ New lobbying structures
- ▶ Challenges for European Public Affairs Managers

17:00 *End of session*

19:30

Gala Dinner with Special Guest Speaker

THURSDAY : Media and Communication (*)

08:45 *What's on your mind?*

09:00 **How to communicate with the EU institutions**

Chris Boothby

- ▶ The 10 key rules of verbal and written communication
- ▶ Putting the rules in practice with the EU officials

10:30 *Coffee break*

10:45 **Working with the press in the EU context**

Hughes Belin

- ▶ Press and Lobbying
- ▶ Dos and don'ts for working with the press

12:45 *Lunch*

14:00 **Camera Exercises and Debriefing**

- ▶ Simulation exercises with a professional cameraman
- ▶ Mock interviews and assessment of performance

17:00 *End of session*

(*) with a Professional Journalist and Cameraman

FRIDAY : Case Study. Workshops with godparents

A detailed and interactive exercise based on a real lobbying dossier currently passing through the EU Institutions. The participants (groups of max. 6 persons) will work on the definition and elaboration of a lobbying strategy under the guidance of experienced European lobbyists.

08:45 **What's on your mind?**

09:00 **Case study- working groups with Godparents**

- ▶ Identifying the issues
- ▶ Identifying the key actors
- ▶ What are your aims?
- ▶ Defining your arguments

Fiona Murray
Frank Schwalba-Hoth

10:15 Coffee break

10:30 **Working groups (continued)**

- ▶ Defining a strategy
- ▶ Planning your key contacts
- ▶ Deciding when to intervene
- ▶ Building a coalition?
- ▶ What can you give and take?
- ▶ Using the press?

12:30 *Lunch*

13:30 **Working groups (continued)**

- ▶ Communicating with stakeholders
- ▶ Preparation of presentations

14:45 *Coffee break*

15:00 **Working groups presentations**

- ▶ Presentation of the strategy
- ▶ Assessment by the Godparents and Course Director

17:00 *Farewell drink*

17:30 End of programme

WHO'S WHO

- **Hughes Belin**, Former Editor in Chief of *EUROPOLITICS* "Energy"
- **Chris Boothby**, Head of Communications Unit, EURELECTRIC
- **Yves de l'Espinay**, Secretary General, EuLA
- **Fanny Grossin**, Account Director, CLAN Public Affairs
- **Daniel Guéguen**, Executive Chairman, ETI / CEO, CLAN Public Affairs
- **Andoni Hidalgo**, Senior Consultant, CLAN Public Affairs
- **Elisabeth Karamat**, Counsellor, Austrian Permanent Representation
- **Vicky Marissen**, Director, CLAN Public Affairs - Group ESL & Network
- **Fiona Murray**, Director Public Affairs Policy, Schuman Associates
- **Russel Patten**, Chief Executive, Grayling / Chairman, British Chamber of Commerce
- **Boris Rousseff**, Strategy & Customised Programmes, ETI
- **Frank Schwalba-Hoth**, former MEP, Consultant
- **Danai Tsapikidou**, Senior Executive Consultant, Schuman Associates
- **Charis Xirouchakis**, Head of Public Relations, Council of the European Union

PRACTICAL INFORMATION

Working groups - Godparents concept: A unique interactive exercise

Encourages participants to develop a Public Affairs strategy by analysing the source material which is part of the programme's documentation.

The group works closely with the Godparent, a senior Brussels Public Affairs practitioner.

Registration & Fee

The fee for the seminars is € 3.000 pp (+VAT)

The fee comprises: tuition, full-time course direction and working group guidance, lecturers' handouts, recommended background readings, working groups documentation, refreshments, lunches and a copy of:

- ▶ "Practical Guide to the EU Labyrinth"
- ▶ "European Lobbying" &
- ▶ "The New Comitology Reform"
by Daniel Guéguen.

The Enrolment Form must be filled, signed and sent by fax to the European Training Institute as well as the deposit payment of € 1.500.

For the mutual benefit of participants, groups are limited per programme. Once the limit has been reached, participants will be offered a place on a future programme.

European Training Institute offers discounts on:

- ▶ multiple registrations (min. 3) from the same organisation, non-cumulative.

- ▶ ETI partners: EPC, AmCham EU, *EUROPOLITICS*, SEAP ...
- ▶ NGOs

Training Venue

Except for institutional visits, all sessions and workshops are held in the European Training Institute premises.

Meals

Lunches are provided at the European Training Institute, plus one evening meal in a Brussels restaurant.

Accommodation

Hotel accommodation is not included. For non-Brussels-based participants, the European Training Institute can provide a list of Brussels Hotels in the neighbourhood of ETI (information available upon request).

Training schedule

Lectures and working groups are taught in English on a full-time basis, daily from 08:45 to 17:00 hours.

Dress code

Casual wear throughout the course.

Certification

All participants will receive an Attendance Certificate at the end of the programme.

PARTNERS



www.epc.eu



www.europolitics.info



www.europeanvoice.com

If you have any question concerning ETI Seminars please contact us :

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