

# ECPA All-Day Training

## Thursday 27 February 2020

### Public Affairs Strategy



#### OUTCOMES

- Review the 5 steps to design a PA strategy
- Understand the importance of a strong narrative
- Acquire practical influencing skills and tips
- Measure the impact of an advocacy campaign

#### CONTENT

- Easy-to-use strategic templates
- Case studies
- Group simulations and exercises

#### AUDIENCES

- Corporate, Associations & NGO Leadership
- Public Affairs & Communications Teams
- Country-Level Staff
- Technical Experts

#### VENUE

AmCham EU, Avenue des Arts 53, Brussels

#### TRAINER

Christophe Lécureuil, Executive Director, ECPA

**Cost:** 295 euros for ECPA members/495 for non-members

**Registration:** [florence.ranson@theecpa.eu](mailto:florence.ranson@theecpa.eu)

