



ECPA Insights session

“Digital advocacy beyond COVID-19 – making your strategy work for you”

Join us for the first of our virtual events where we will tackle the subject of **digital lobbying and stakeholder engagement in times of disruption**.

The Coronavirus pandemic has had an unprecedented effect on how we communicate. With traditional lobbying and advocacy activities moving online, we want to shed some light on **how best to ride this transition and continue to deliver impactful communications**. In the knowledge that new some strategic approaches will be here to stay for longer.

Over the past 6 months, Leidar has conducted a series of in-depth research, assessing how effectively companies and organisations are using digital tools to improve and maximise their engagement strategies. From **identifying your digital profile “type”**, understanding the role and value of **macro to micro level influencers in digital ecosystems**, to **how best to adapt your existing public affairs strategy** to a more online-oriented approach in a time of change.

During the hour-long event, **our in-house experts will seek to demystify the world of digital and social media as lobbying engagement tools**, presenting data driven insights, and providing easy to implement solutions and approaches to some of your pressing concerns and questions.

Date: Tuesday, 7 April, 2020

Time: 11:00-12:00

Location: zoom web meeting. A link will be sent 1 hour before the start of the event.

Please register your interest to participate by Monday, 6 April, 17:00, to ioana.dumitru@leidar.com.

Further information on the agenda and speakers will follow shortly.