



Training

Storytelling in Public Affairs: Why and How?

Tuesday 29 June 2021, 11.00-12.30

**Trainer: Alain Guggenbuhl, DNA Consulting Europe
Florence Ranson, DNA Consulting Europe**

Virtual Venue

Storytelling is a very common marketing tool. It plays on emotions and consumers end up buying an image, not a brand. Are these techniques applicable to a public affairs environment, where increasingly factual information and evidence-based advocacy is not enough to convince policy-makers? If so, how to make sure that this approach is compelling and is fully part of an overall strategy?

This training will look at the risks and benefits of storytelling and offer an interactive approach to the methodology of building a good story to support your public affairs and advocacy asks.

About Alain Guggenbühl

Dr. Alain Guggenbühl is an academic and a practitioner specialized in the theory and practice of negotiation, arbitration of interests, and problem-solving techniques. He leads the services of Diplomacy, Negotiation and Arbitration of DNA Consulting Europe based in Brussels. He has spent 25 years training and advising negotiators on collective strategies and individual techniques of negotiation. He has been assisting Diplomatic academies, national ministries, EU institutions and agencies, regional offices, third countries, advocacy and lobbying groups, business executives, and social partners.

About Florence Ranson

Florence Ranson is an experienced communications adviser in EU affairs. After 20 years in trade associations, as Secretary General and Communications Director, she set up her own consultancy REDComms in 2018 to support clients – in particular trade associations – in their positioning efforts. She contributes to the work of DNA Consulting and other operations in the field of European policy and communications. She is also a trainer and regular event moderator for European institutions and private organisations.

This training is free for ECPA members and a fee of 100 euros will be asked to non-members.

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