



The ECPA “*Training*”

Establishing an effective public affairs strategy: from design to measurement

Thursday 16 September 2021, 13.00-15.00

Virtual Venue

This training will cover the main steps to put together a public affairs and advocacy strategy, from design to measurement.

Content & Outcomes

- Grasp the main steps to establish a public affairs/advocacy strategy
- Understand the key elements of a compelling narrative
- Learn how to measure and evaluate a public affairs campaign

Audiences

- Corporates, Trade Associations and NGO Communications, Public Affairs and Advocacy staff

Trainer

- Christophe Lécureuil, Executive Director of the ECPA

Fee

- Free for ECPA members/100 euros for non-members

Registration: Christophe.lecureuil@theecpa.eu

www.theecpa.eu