

# Best Practice Corporate EU Public Affairs Webinar

24/11/2021

10.00 - 11.30am CET

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**Dober Partners**  
Executive Search  
& Consultancy



— Public Affairs Excellence —



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Multinational companies from six continents of the world are represented to the EU institutions but of the more than 2,550 companies actively lobbying the EU, only around 500 have offices in or around Brussels. According to Dober Partners research these 500 companies originate from 31 countries and employ around 2,500 staff in Brussels. Interestingly the highest number of EU corporate public affairs offices in Belgium represent companies from a non-EU member state – the United States. In second place is Germany with 69 companies, followed by France with 54 and the UK with 40 EU public affairs offices each.

The question of what is “best practice” Corporate EU Public Affairs arises in this context of so many sectors, nationalities and experiences. A best practice is a method or technique that has been generally accepted as superior to any alternatives because it produces results that are superior to those achieved by other means. Dober Partners is currently preparing a new report on this subject that will cover both the internal and external dimensions of “Best Practice Corporate EU Public Affairs”.

The European Centre for Public Affairs and Dober Partners invite you for an interactive online Insights session with the following speakers:

– **Katja Murray**

Director of Government Affairs and Policy EMEA, GSK Consumer Healthcare.

– **Mark Dober**

Managing Partner, Dober Partners Executive Search.

– **Michelle O'Neill**

Senior Public Affairs Executive.

– **Christophe Lécoreuil**

Executive Director of the European Centre for Public Affairs.

**Registrations:** [christophe.lecoreuil@theecpa.eu](mailto:christophe.lecoreuil@theecpa.eu)

The session will cover a range of topics addressed in the upcoming Dober Partners report including:

### Building The Internal Team

- Defining clear goals for a company's EU affairs
- Demonstrating value to the company's business.
- Building an effective EU Corporate Public Affairs function.
- Hiring the right people for the job.
- Aligning corporate and internal communications.
- Legal and regulatory backing.
- Trade association support.
- Employing the best consultants.

### Influencing External Stakeholders

- Analysing the external environment
- Improving corporate reputation
- Winning hearts and minds
- Building coalitions with external stakeholders
- Dealing with adversaries
- Gaining support in the European Commission
- Influencing the European Council
- Lobbying the European Parliament
- Effective media relations
- Employing digital tools

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## Katja Murray

**Director of Government Affairs and Policy EMEA, GSK Consumer Healthcare.**

Katja is a senior government affairs and communication professional, with experience working within global pharmaceutical companies for the last decade. She is currently heading the government affairs and policy work across Europe, Middle East and Africa for the world's largest consumer healthcare group. Previously, Katja worked for LEO Pharma and managed to expand their public affairs function from one person to become a global function with teams in US and China. She has developed a deep knowledge of UK, EU and global health policies and an understanding of how to work with government affairs in these different political settings. She started her career working for non-for-profit organisations, driving campaigns and advocacy for the Danish Youth Council and the European Youth Forum. Katja holds an undergraduate degree in anthropology, and a master's degree in European politics from the College of Europe.



## Michelle O'Neill

**Senior Public Affairs Executive.**

Until 4 November 2021, Michelle was responsible for global crisis and reputation management, government, public affairs, internal and external communications for Mars, with respect to cocoa, the key ingredient in chocolate. She previously led corporate affairs for Mars Chocolate in Europe and Eurasia, also sitting on the region's business leadership team. Michelle started her career in Brussels in 1996 as an intern at the European Commission's equal opportunities unit. She then worked at the American Chamber of Commerce to the EU followed by government and public affairs roles in the multinational corporations Hewlett-Packard, Honeywell Inc., and Ingersoll Rand/Trane Technologies. Michelle sits on the advisory board of LadyAgri, an investment hub for women entrepreneurs in agricultural businesses in Africa and the Caribbean.



## Mark Dober

### **Managing Partner, Dober Partners Executive Search.**

Mark has recruited many senior communication, public affairs and association leaders in Brussels and around Europe over the last decade through Dober Partners since 2010. He was formerly APCO's first employee in Europe and set up their Brussels office in 1995, acting as Managing Director in various roles until 2010. Prior to APCO, he joined the London office of Hill & Knowlton and left its Brussels office as Associate Director. He has authored numerous reports on public affairs and communications including 'EU Media Relations', 'High Performance Secretariats', 'European Association Compensation' and 'European Corporate Public Affairs Compensation'.



## Christophe Lécureuil

### **Executive Director of the European Centre for Public Affairs.**

Christophe is Founder of CLC Consultant in Switzerland and regularly lectures at the Graduate Institute in Geneva on international advocacy. Christophe is also a part-time Senior Adviser to Dober Partners providing particular support in Switzerland, France and Brussels. Christophe's career highlights include heading up European Government Relations for McDonald's and managing International Communications & Public Affairs for Yum! brands (KFC, Pizza Hut, Taco Bell) across 100 countries. As a consultant with Leidar in Geneva, Fleishman-Hillard in Brussels and Golin/Harris in London, he had the opportunity to work in multiple sectors and industries. He also enjoyed his stint in the NGO world as Head of Corporate Communications at the Global Alliance for Improved Nutrition (GAIN) in Geneva.