



The ECPA “*Training*”

Public Speaking

22 February & 9 March 2022, 11.30-13.00

Virtual Venue

Communicating your message clearly and effectively is crucial in Public Affairs where there is intense competition to make your case understood by stakeholders and policy-makers.

Whether in a formal presentation as part of an event, or in a one-on-one meeting, keeping the attention of your audience – both online and in person – is also a matter of personal presentation skills. Public Affairs remains a person-to-person business.

In this training session, we will go through some tips, share experiences and highlight various approaches to build confidence and acquire the know-how to ensure the best possible delivery of messages in all circumstances and have a lasting impact.

Trainer: Florence Ranson

Based in Brussels, Florence Ranson is an independent strategic communications adviser, event moderator and trainer. Her clients range from European institutions to private companies, including media and trade associations.

Florence has been active in European communications circles for some 30 years, successively for Team Europe – a European Commission project – then in the advertising, banking and agri-food sectors.

Florence has been Chair of the Jury of the European Excellence Awards for 12 years and is a founding member of the European Association of Communication Directors (EACD), where she served as Managing VP for 10 years. She was awarded a 2018 ProPR Award for her contribution to the European communication profession. She regularly speaks at and moderates events throughout Europe and online and is a mentor to young professionals. She is fully bilingual and works

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