



The ECPA “*Training*”

Advocacy for Policy Change: Context, Strategies and Tactics

Thursday 2 February 2023, 13.30-17.30

Venue: Amcham EU, Avenue des Arts, 53, 1000 Brussels

This workshop is addressed to staff from Corporates, Trade Associations and NGOs specialising in Policy, Communications, Public Affairs/Advocacy. Particular attention will be paid to the following:

- Analysing the context/actors and understanding stakeholder management techniques;
- Defining the outcome of an advocacy campaign using the “Theory of Change”;
- Designing an impactful narrative through practical methodologies;
- Using effective advocacy strategies, tactics and tools for policy change;
- Evaluating and measuring the impact of an advocacy campaign.

Trainer: Christophe Lécoreuil, Executive Director, The ECPA

Christophe is the founder of CLC Consultant, a consultancy which specializes in advocacy and reputation management for private sector companies, public entities, NGOs and International Organizations. He has over 25 years of European/International Corporate (McDonald’s, Yum! Brands), Consultancy (Golin/Harris, Fleishman-Hillard, Leidar), Institutional (European Parliament) and NGO (GAIN) experience in Paris, London, Brussels and Geneva.

Free registration for all ECPA members: Christophe.lecoreuil@theecpa.eu

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