



## **The ECPA “Workshop”**

### **Measuring Public Affairs**

**Wednesday 8<sup>th</sup> November 2023, 16.00-18.00**

**Rue d’Arlon 25, 1000 Brussels**

**Kindly sponsored & hosted by BDO Global**



Public affairs as a non-market strategy can prove both efficient and cost-effective but is often difficult to measure for professionals. Through the review of a number of tools, resources and material, this workshop will present easy-to-use measurement frameworks, in particular differentiating between outputs and outcomes, always bearing in mind the financial and non-financial aspects of measurement.

#### **Introductory remarks**

**Noel Clehane, Global Head of Regulatory and Public Policy, BDO**

#### **Trainer**



#### **Christophe Lécureuil, Executive Director, The ECPA**

Christophe is a seasoned advocate with 25 years of corporate, consulting, NGO and institutional experience. He serves as the Executive Director of the [European Centre for Public Affairs](#). Highlights of Christophe’s corporate career include heading up Government Relations for McDonald’s in Europe and managing International Public Affairs for Yum! Brands (KFC, Pizza Hut, Taco Bell) across 100 countries. Christophe also regularly trains Corporate

Executives on [Advocacy in International Affairs](#) at the Graduate Institute in Geneva.

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