



## **ECPA Webinar**

### **« Unlocking your PA team's energy for impact »**

**When: Thursday 21<sup>st</sup> March 2024 - 11.30/12.30**

**Where: Online (a link will be sent to participants)**

Join renowned lobby veteran and neuroscience coach, José Lalloum, for an enlightening webinar tailored to Public Affairs professionals. Backed by a recent in-depth study involving 130 quantitative and 24 qualitative interviews with PA professionals, this session offers a unique blend of insights and solutions to prepare for the changes ahead, and energize your team's impact.

The event will cover the following three focus areas:

- **Study Findings:** Gain exclusive access to the results of a comprehensive study, conducted with 130 quantitative and 24 qualitative interviews with PA professionals unveiling the challenges and pain points faced by PA professionals today.
- **Energy, Ecosystem, Soft-skills, Expertise... the KEYS Model:** Discover the transformative power of the KEYS model, designed to enhance professional efficiency. Learn how making progress on Knowledge, Expertise, Soft Skills, and Energy is a must to empower teams and individuals to navigate advocacy, interest representation and complex issues with precision and impact.
- **Adapting to New Realities:** Prepare for upcoming shifts in the PA landscape, including the European institutions changes which promise to be deep and disruptive. Learn strategies to thrive amidst uncertainty and change.

### **Speaker: José Lalloum**

With over 30 years of business experience focusing on Advocacy, Consensus Building, Leadership, and Coaching, Jose has had the privilege of advising numerous industry leaders, multinational corporations, European federations, and other organizations. Jose chaired EPACA for 5 years during the birth of the Transparency Register. He founded and grew PA consultancy Logos Public Affairs which he sold to the MCI group. Jose is the founder of [KEyS](#), born out of his passion for communication, advocacy, consensus building, and coaching with a particular interest in neuroscience.

The event is free for all ECPA members and their staff.

Registrations: [Christophe.lecureuil@theecpa.eu](mailto:Christophe.lecureuil@theecpa.eu)