



ECPA Training

« Storytelling in Public Affairs »

When: Wednesday 29th May 2024 - 11.30/12.30

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



As organisations compete for “air” and “ear” time with decision and policy-makers, the importance of bringing policy asks to life in concrete ways has never been greater. After this training, the participants will understand how to:

- Craft compelling narratives in a policy-making environment;
- Use storytelling techniques to convince political audiences in various engagement formats;
- Translate complex topics into engaging content for policy-makers.



Trainer: Christophe Lécoreuil, Executive Director, The ECPA

Christophe is a seasoned advocate and communicator with 30 years of corporate, consulting, NGO and institutional experience. 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. He also worked for leading public affairs/communications agencies in London, Brussels and Geneva, where he consulted for multiple industries and sectors. Christophe also enjoyed his time as Head of Corporate Communications at the Global Alliance for Improved Nutrition (GAIN), which allowed him to grasp a thorough understanding of the International NGO community challenges. Christophe also regularly trains Executives on Advocacy in International Affairs at the Graduate Institute of Development and International Studies in Geneva. He started his career at the European Parliament’s Directorate-General for Research.

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