



## **ECPA Workshop**

*"Digital Policy Advocacy in the EU"*

**When: Tuesday 25th June, 14:00-15:30**

**Where: ZN office, Chaussée de Boondael 6/8, 1050 Ixelles**



As the 2024 EU elections approach, Europe stands at a pivotal moment that could redefine the workings of both the Commission and Parliament. This period of significant transition offers a chance to recalibrate your strategy to match the evolving political landscape. However, it also poses a risk: strategies that have been effective over the past decade might not align with the priorities of the new decision-makers. The time to adapt is now!

In partnership with [ZN, the leading digital agency in Brussels](#), we are organising a workshop titled *"Digital Policy Advocacy in the EU"*. This workshop aims to equip professionals with the strategies and tools necessary to navigate this evolving environment and to leverage digital channels for impactful policy advocacy.

The workshop will cover the following key topics:

- Why does digital advocacy matter?
- How to use digital channels to shape policy conversations?
- Solutions for a powerful digital advocacy presence and engagement (with some case study examples)

Join the interactive session on **25th June 14:00-15:30 at ZN office, Chau. de Boondael 6/8, 1050 Ixelles**, where you'll learn how to elevate your digital strategy to thrive in the post EU-Elections era.

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