



## **ECPA Training**

### **Best practices in public policy influence**

**Wednesday 19th March 2025 - 11.00-12.30 (online)**



### **Overview**

The purpose of this session will be to discuss best practices in public policy engagement with a view to maximum impact for all types of organisations, particularly in Brussels. The training will review the “seven best practices” of public policy influence, including effective strategies and tactics.

### **Trainer**



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

Christophe serves as the Executive Director of the European Centre for Public Affairs, a Brussels-based think-tank devoted to promoting excellence in public affairs. Christophe has 30 years of advocacy and communications experience in the corporate, consulting, NGO and institutional sectors.

Highlights of his corporate career include heading up European Government Relations for McDonald’s and managing International Public Affairs for Yum! Brands (KFC, Pizza Hut, Taco Bell) across 100 countries. An important part of his time is devoted to teaching “Advocacy in International Affairs” for the Graduate Institute’s Executive Education in Geneva. He is also a senior adviser at Dober Partners, a communications and advocacy headhunting firm.

**Free for all ECPA Members**

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