



ECPA Masterclass

Crisis Communications in EU Associations



When: 6 June 2025 - 11.00/12.30

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

Outline

Associations as we know them – professional or trade associations - are not prone to actual crises. But what about their members, whether national associations or corporates? Any crisis is bound to have repercussions on a whole industry or on other corporate members in the same line of business. It will damage the reputation of the company or organisation involved, as well as that of the sector and potentially make it more difficult for an association to remain credible as an interlocutor for its EU institutions stakeholders.

This Masterclass will address the following questions:

- How far does the role of a trade association extend in defending members towards policy-makers?
- What can an association do and how pro/re-active should it be?
- Should other corporate members react, and if so, how?

Trainer: Florence Ranson

Florence is an experienced Communications professional with over 30 years of experience in Brussels, in particular as Communications Director in sensitive sectors such as banking and agri-food. She now runs her own company: www.red-comms.eu

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

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