



ECPA Webinar

« From content to impact : making advocacy conversations work »

When: 12 September 2025 - 11.00/12.30

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

Outline & Learning Benefits

This interactive webinar will explore the underlying dynamics of trust and connection in stakeholder engagement and will invite participants to go beyond content and messaging. While most Public Affairs interactions focus on arguments and evidence, we will focus on what happens beneath the surface – on the relationship level of conversations with political stakeholders.

Through reflection, peer exchange and hands-on exercises and practical concepts, participants will:

- Discover what makes stakeholder interactions succeed – beyond facts and messaging
- Recognize hidden dynamics that influence trust and connection in political dialogue
- Develop greater awareness and confidence to navigate advocacy conversations more effectively

Trainer: Ulrike Schmülling

Ulrike is a senior EU Public Affairs professional with more than 25 years of experience in Brussels, working in the chemical industry. She currently heads the EU Representation of the Germany-based specialty chemicals company LANXESS, following similar leadership roles in the sector. Ulrike holds degrees in Social Sciences from the University of Göttingen and in EU Politics and Administration from the College of Europe in Bruges.

In addition to her corporate role, she is a certified professional coach and the founder of Equibrations, offering executive coaching, leadership development, and team-building. She also runs tailored EU advocacy trainings that equip professionals to navigate political stakeholder engagement with greater awareness, confidence, and impact. Her mission: to empower people to unlock their potential and take up the reins of their lives.

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

Registrations: Christophe.lecureuil@theecpa.eu