



The ECPA “Webinar”

Measuring Public Affairs

Thursday 6th November 2025, 11.00-12.00

Online
(a link will be sent to participants)

Public affairs as a non-market strategy can prove both efficient and cost-effective but is often difficult to measure. Through the review of a number of tools, resources and case studies, this webinar will present easy-to-use measurement frameworks, in particular differentiating between outputs and outcomes.

Following this session, the participants will:

- Understand the common challenges in measuring public affairs
- Be exposed to examples of measurement frameworks in different sectors
- Have a ready-to-use measurement methodology for their respective organisation

Trainer



Christophe Lécureuil, Executive Director, The ECPA

Christophe is a seasoned advocate with 30 years of corporate, consulting, NGO and institutional experience. He serves as the Executive Director of the [European Centre for Public Affairs](#). 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. Christophe also regularly trains Corporate

Executives on [Advocacy in International Affairs](#) at the Graduate Institute in Geneva.

This event is free for all ECPA Members

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