



## **ECPA Workshop**

### **« How to talk to EU policy-makers »**



**When: 30<sup>th</sup> April 2026 - 11.00/12.00**

**Where: Online**

#### **Outline**

This online workshop will provide hands-on training for professionals in EU advocacy, communications, and policy work on how to effectively engage with policy-makers.

From knowing and using the Rule Book, telling your story, crafting messaging that resonate with policy-makers to values-based communications, the participants will benefit from practical tips from an experienced practitioner.

#### **Trainer: Aaron McLoughlin**

Former EU Commission Official and Political Adviser to MEPs, Aaron is currently a Partner and Senior Adviser at Fleishman Hillard in Brussels. His experience also includes industry and NGO representation. Aaron regularly lectures at various Universities on EU Public Affairs.

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

Registrations: [Christophe.lecureuil@theecpa.eu](mailto:Christophe.lecureuil@theecpa.eu)