



ECPA Webinar

How to get media attention in a crowded environment ?



When: 16th June 2026 - 11.00/12.00

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

Outline

From press releases to impactful quotes, public affairs experts often fail to get their story published by the media. This webinar will address the following points:

- What journalists want from you
- How to build relationships with journalists
- How to pitch stories to busy journalists
- How to write a press release that gets picked up

Trainer: Gareth Harding, Managing Director, Clear Europe

Gareth is the founder and owner of Clear Europe. He is also a visiting professor at the College of Europe in Bruges and the director of the Missouri School of Journalism's Brussels programme. Before turning to teaching and training, Gareth reported on European affairs for 12 years for European Voice, Time and from 2002-2006 as Chief European Correspondent for UPI. He has also written for the New York Times, Washington Times, Wall Street Journal, Guardian, Independent, Politico, Foreign Policy and Foreign Affairs. In 2015-2016 he was a columnist for EUObserver and in 2021-22 Associate Editor of POLITICO Europe. He worked as a speechwriter and political advisor in the House of Commons and European Parliament before becoming a journalist. In a career spanning almost 30 years, Gareth has carried out media and communication training for all the main EU bodies, the United Nations, governments, corporations and dozens of NGOs and trade associations. He has also written speeches, op-eds and press releases for politicians and CEOs.

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

Registrations: Christophe.lecureuil@theecpa.eu