



ECPA Workshop

« Public Affairs 2027 Planning »



When: 15th October 2026 - 11.30/13.00

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

Outline

"Public Affairs Planning for 2027" is a 90-minute workshop in strategic judgement and internal management. The session concentrates on the calls that matter most: why most PA plans fail before the year has properly started; how to cut a long list of monitored issues down to the two or three priorities worth resourcing, using impact-versus-influence to separate what to fight from what to simply prepare for; and how to turn a priority into a SMART+ objective that names the actual business outcome it protects — revenue, cost or risk — rather than describing activity.

Participants will leave with a clear view of what forms the backbone of a solid Public Affairs plan - and the hard choices and discussions that need to go with it.

Trainer: Dr Alan Hardacre, Founder of [AdvocacyStrategy.com](https://advocacystrategy.com)

Dr Alan Hardacre is a well-recognized expert in the field of Public Affairs with a long history of teaching, and writing about, Public Affairs. He is the founder of the Public Affairs Clinic and a co-founder of [AdvocacyStrategy.com](https://advocacystrategy.com). These two businesses are dedicated to helping clients structure and organise their Public Affairs work to maximise their chances of advocacy success.

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

Registrations: Christophe.lecureuil@theecpa.eu