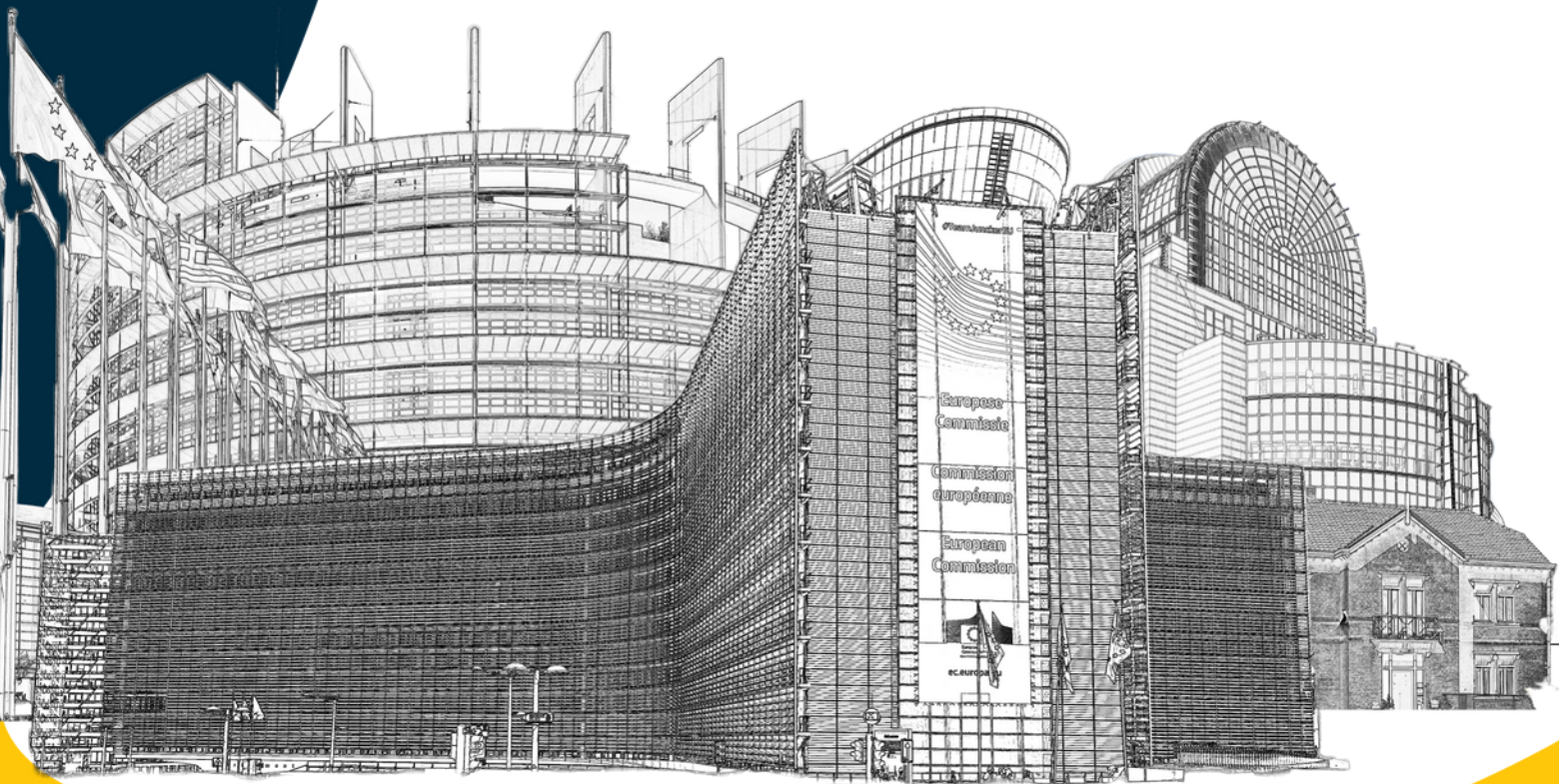




YELLOW | ACADEMY



Programme 2023



Table of contents

01. Introduction	03
02. Workshop dates	04
03. Speakers & sessions	05
04. About EURACTIV	12
05. Contact	13



Introduction

The Yellow Academy is a series of workshops on EU advocacy and communication with a strong focus on case studies.

The key concept of these sessions is to focus on sharing the latest trends in communication and advocacy and illustrate them with concrete examples. They provide the perfect platform for vibrant discussion and networking.



Communication



Stakeholders



Influence



Campaigns



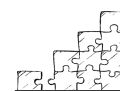
Social
media



Regulatory
affairs



Media
relations



Building
networks

Leading consultancies

Trainers have been selected from leading consultancies in Brussels. Participants represent trade associations, corporations, NGOs, political groups, and think tanks.

acumen
public affairs

APCO
worldwide®

RED FLAG

logos



savion
ray



Workshop dates

Workshops take place on Fridays from 9:30-10:30 at the EURACTIV offices



Session 1 • 24 February

Future-proofing your lobbying organisation

Denisa Avram & Luca Barberis



Session 2 • 31 March

Turning complex narratives into creative stories

Bisera Savoska & Jeta Bejtullahu



Session 3 • 28 April

Get ready for the 2024 EU changeover

Richard Corbett, Alastair Crooks & María Teijeiro García



Session 4 • 26 May

How to navigate the EU Affairs media landscape?

Gökşen Çalışkan



Session 5 • 23 June

The importance of integrated advocacy campaigns

Marius Nicolescu



Session 6 • 29 September

Building crisis resilience: The importance of preparedness in uncertain times

Shauny De Donder & Davide Patteri



Session 7 • 27 October

Intelligence gathering for your stakeholder outreach

Tomas Dimitrov



Session 1 • 24 February

Future-proofing your lobbying organisation

The session on “future-proofing your lobby organisation” will discuss what steps trade associations should take to ensure that they are ready for a rapidly changing public affairs context.

The workshop will touch upon recent trends and likely future developments in the lobby profession in Europe and around the world - including the growth of the industry, the importance of digital literacy and skills, as well as the rise of 'grassroots lobbying'.

Speakers

**DENISA AVRAM &
LUCA BARBERIS**

Denisa Avram is a Senior Consultant in APCO Worldwide's in Brussels where she advises clients on tech policy and reputational challenges. She is specialized in stakeholder management, legislative lobbying and grassroots activation. Before joining APCO, she set-up and managed Glovo's government affairs, media relations and social impact departments in South-East Europe and worked at eBay's EU office on platform regulation and competition policy.

Luca Barberis is an Associate Consultant at APCO Worldwide where he specializes in international public affairs and public relations campaigns and helping clients overcome business-critical crises from geopolitical to reputational issues.

Prior to joining APCO, Luca worked at the European Commission Representation in London and previously had experiences in trade associations and a think tank.





Session 2 • 31 March

Turning complex narratives into creative stories

Every day in Brussels, thousands of companies, associations and institutions are simultaneously communicating with stakeholders and decision makers. With too many competing narratives in the EU bubble, yours is struggling to cut through the noise.

How can your communication stand out? How can it be more impactful? Can it be more creative?

Speakers

BISERA SAVOSKA & JETA BEJTULLAHU

Bisera is a communications professional and creative strategist in Brussels, who founded Savion Ray 8 years ago. She works with internationally renowned brands and organisations, helping them develop effective digital communications, producing high-quality video campaigns and impactful social experiments.

Jeta is a public affairs strategist with over 15 years of experience in public, private and nonprofit communications. Her strength lies in grasping complex EU policy issues to provide strategic intelligence. She can also wear the hat of a creative storyteller, having led cross-functional teams in creative campaigns for luxury retail brands.



Yellow Academy
06 / Programme 2023



Session 3 • 28 April

“All change please, all change” Get ready for the 2024 EU changeover

2024 will be a year of institutional change in Brussels. Although it may not feel like it, this is just around the corner and organisations should already start preparing their changeover checklist. If you are well prepared, 2024 can be a year of opportunity to ensure that you have the maximum impact with policymakers.

Looking back to lessons learnt during previous changeovers, this session will help you understand the process and identify key actions for a successful changeover.



Speakers

RICHARD CORBETT, ALASTAIR CROOKS & MARÍA TEIJEIRO GARCIA

Richard was an MEP from 1996-2009 and from 2014-2020. He was the rapporteur on the Constitutional Treaty and on the Lisbon Treaty, and Principal Advisor to the President of the European Council from 2009-2014. He is co-author of the Oxford University Press book “The European Union: How Does it Work?”

Alastair Crooks is an Account Director in Acumen’s healthcare team, working across a number of disease areas with companies, trade associations and patient groups. Before his time in Brussels, Alastair spent several years working as a researcher and adviser for a Member of the House of Commons.

María started her career in EU affairs in the office of an MEP focused on healthcare policy, working on current legislative topics such as the new SoHO regulation, cancer and orphan medicines. In the Parliament, she also worked on foreign affairs, in particular EU-Latin America relations.



Session 4 • 26 May

How to navigate the EU Affairs media landscape?

The EU Affairs media landscape is more complex than ever before, and navigating it is vital for organisations seeking to influence the policy agenda in Brussels.

With so many sources of information, it is easy to get lost in the noise. Communicators need to be able to navigate this space effectively, with a clear understanding of how journalists operate and how best to engage with them.

Speaker

GÖKŞEN ÇALIŞKAN

Gökşen Çalışkan is the Head of New Business and EU Advocacy Director at EURACTIV. With over a decade of experience in the news media and communications industry, Gökşen has honed her skills in media relations, advocacy communication, partnership development, and crisis management.

She began her career as a journalist in Turkey, covering EU policies and EU-Turkey relations. Afterwards, she transitioned to the business and consulting side of the industry, working with local, national, and European media outlets, including Germany's international broadcaster DW. Gökşen holds a bachelor's degree in International Relations from Ankara University and a master's degree in Communication Policy Studies from City, University of London.





Session 5 • 23 June

The importance of integrated advocacy campaigns

Every organisation faces risks, sensitivities and other potential exposure which, if left unattended, can develop into a critical issue. This session will look at how organisations can plan for the issue on the horizon, and how they can build the integrated campaigns necessary to address them.

Using examples from campaigns Red Flag conceived and executed, we will show how integrated advocacy campaigns can not only avert potentially massive crises, but even turn crisis into opportunity.

Speaker

MARIUS NICOLESCU

Marius Nicolescu is a Senior Account Manager at Red Flag. He develops and implements public affairs and communications campaigns on behalf of his clients across Europe.

He works with organisations from a variety of sectors, from healthcare to cryptocurrency, sustainability and environment, and has particular expertise in digital communications and advertising. Before joining Red Flag, Marius worked for AmCham EU as a content manager and speechwriter for its CEO and subsequently led the development of a sectoral association in the field of aviation.



Yellow Academy
09 / Programme 2023



Session 6 • 29 September

Building crisis resilience: the importance of preparedness in uncertain times

Case studies and tools

Building crisis resilience is a crucial aspect of ensuring the long-term success and sustainability of any business and organisation.

A recent PWC survey found that 70% of businesses surveyed were negatively impacted by crises – but 20% said that weathering a crisis was beneficial to them. This shows that when it comes to crisis management, failing to prepare is preparing to fail.

This session will showcase some of the best and worst case studies in crisis management and discuss the rigorous crisis preparation needed to successfully weather and expect the unexpected.



Speakers

SHAUNY DE DONDER & DAVIDE PATERI

Shauny has been a member of the Hill+Knowlton Strategies Brussels team since 2020. As Senior Consultant, she specialises in public relations, corporate communications, and crisis communications for a wide range of sectors. She has helped multiple large companies successfully navigate crises, both in terms of crisis management and crisis communications.

As Account Manager at H+K Brussels, Davide advises a range of clients in the technology and pharmaceutical sector on corporate communications, public affairs, and media relations. He has supported clients in developing comprehensive risk management strategies, spanning from identifying potential threats to creating effective crisis communications policies and guidelines.



Session 7 • 27 October

Policy and stakeholder intelligence

A key ingredient for a successful lobbying campaign

Rapidly unfolding debates and unpredictable stakeholders' positioning characterise EU politics. Public affairs professionals in the EU often find it challenging to stay 'in the know' about all the policies of interest.

This session will introduce practical tools you can use in your daily work. We will share what we found to work well for a successful lobbying campaign.

We will present case studies and structure the session as an open discussion to challenge each other, coming out of the Yellow Academy with new ideas on how to improve our work.

Speaker

TOMAS DIMITROV

Tomas is a Director at logos public affairs, part of MCI Group. He is a graduate of King's College London in International Politics, and specialised in Law at the University of Edinburgh. Tomas has been working in public affairs since 2016 and leads EU lobbying campaigns in the field of space, aviation and digital services.



EURACTIV at a glance

EURACTIV is a pan-European media network specialised in EU policy. EURACTIV provides free policy news in 12 languages. Together with our media partners, we reach over 1.7 million users across Europe and beyond - every month. Our content is provided through eight main policy hubs.



Agriculture and food



Energy and Environment



Global Europe



Economy



Technology



Politics



Health



Transport

Pan-European network

Our team of 100 professionals, including more than 50 journalists, produces content from 13 newsrooms across the continent.

Audience

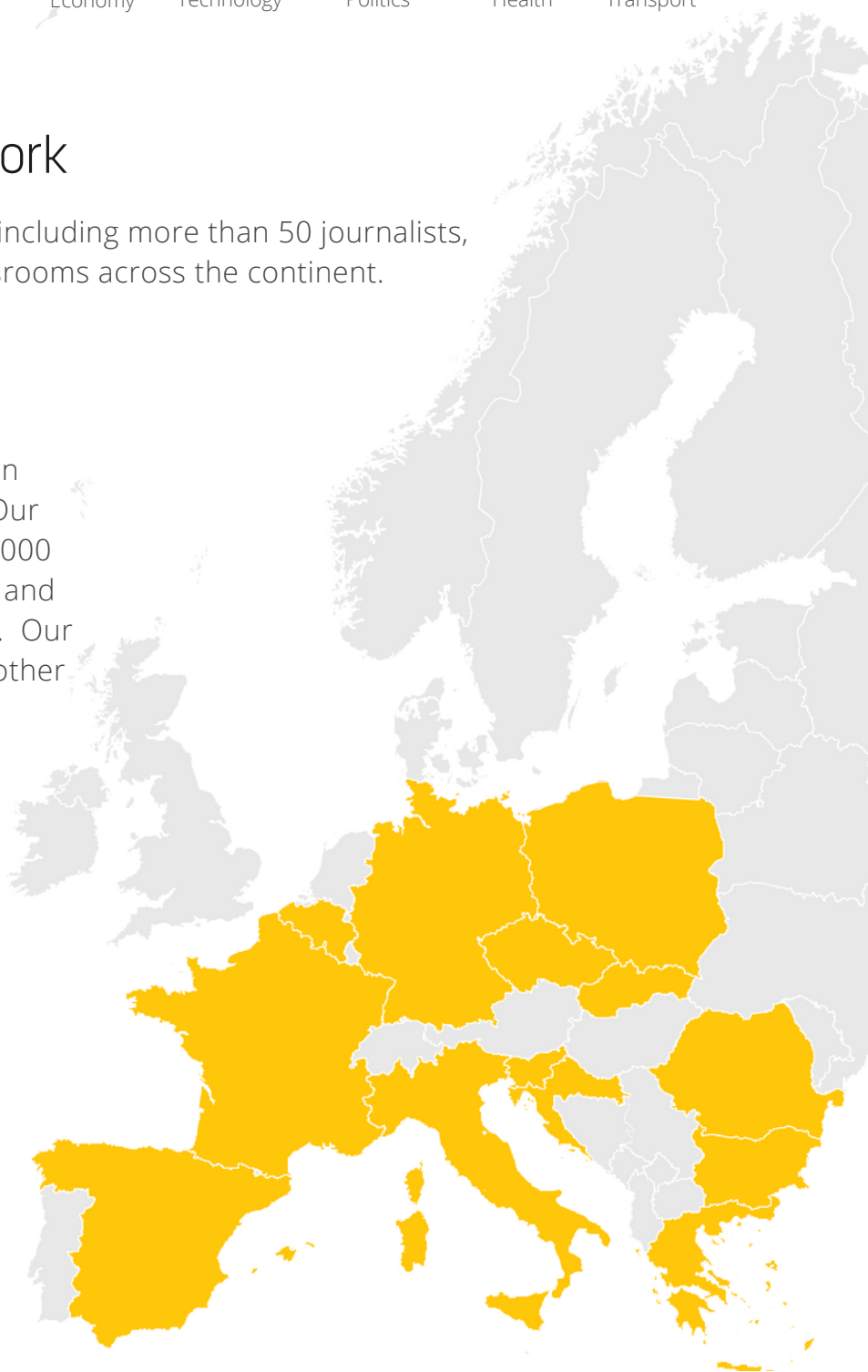
EURACTIV reports on EU policy in Brussels and national capitals. Our target audience extends to 100,000 stakeholders based in Brussels, and another 500,000 across Europe. Our reach spills over to the US and other regional policy capitals.

1.3M Unique readers monthly average*

500K+ Newsletter subscribers

383K+ Social media followers

*EURACTIV 2022 monthly average





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