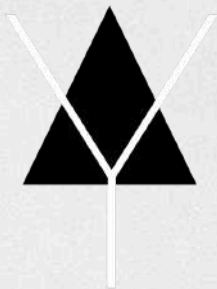


2024



Yellow

Academy



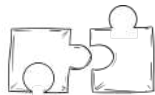
Yellow Academy

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 a platform for vibrant discussion and networking.



Communication



Stakeholders



Influence



Campaigns



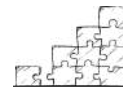
Social media



Regulatory affairs



Media relations



Building networks

Leading consultancies

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

acumen
public affairs

CLERENS

RED FLAG

logos

Hill & Knowlton

APCO
worldwide®

Workshop overview

Session 1



Media's role in shaping the EU affairs narrative: understanding the impact

Hosted by Euractiv

23 February 2024

9:30 - 10:30



Session 2



Writing compelling content for EU bubble audiences

Speakers: Delia Voica & Edward McCafferty

22 March 2024

9:30 - 10:30

Session 3



EU engagement amidst the institutional changeover

Speaker: Thomas Thaler

26 April 2024

13:00 - 14:00



Session 4



Elevating an event to an experience

Speaker: Judith Lancaster

31 May 2024

9:30 - 10:30



Session 5



Advocacy after the EU elections - how to implement a successful integrated campaign

Speakers: Sonia Staicu & Lorenzo Torti

28 June 2024

9:30 - 10:30

Session 6

Hill & Knowlton

Online campaigning in an election year

Speakers: Harriet Fry & Wout Gevaert

27 September 2024

9:30 - 10:30



Session 7



Turbocharge your email marketing

Speakers: Doriana Forleo & Valentina Ferrara

25 October 2024

9:30 - 10:30

Session 8

EURACTIV

Euractiv members' best practice: peer-to-peer exchange on successful campaigns

Hosted by Euractiv

TBC

9:30 - 10:30



Media's role in shaping the narrative in the EU affairs landscape: unveiling the dynamics

Synopsis

The session will explore media's role in shaping the narrative surrounding EU policy debates, and what the daily life of EU media journalists looks like. Which channels do reporters use for engaging with audience and sources? What does it take to build a trustworthy relationship? What is newsworthiness?

Participants will discuss media impact and media relations directly with the Euractiv reporters.



Evi Kiorri

Journalist and Multimedia Producer

Evi Kiorri is multimedia producer and journalist at Euractiv since June 2020. She hosts the Beyond the Byline podcast and produces videos focusing on various topics related to EU politics and policy.

Before joining Euractiv, Evi worked for the Dutch newsite The Northern Times and the Greek newsite news247.gr.



Angelo Di Mambro

Agrifood Editor

Angelo Di Mambro joined Euractiv in January 2024 as editor for EU agriculture and food policies. Based in Brussels since 2011, he authored publications on global agricultural challenges and the Common Agricultural Policy and coordinated multimedia projects for news and scientific consortia. In 2019-23, he covered the "Green Deal" for ANSA.

Writing compelling content for EU bubble audiences

Synopsis

A hands-on session that would help you elevate your communication skills, navigate intricate policy landscapes, and strategically engage with key stakeholders. This session empowers you to tailor messages that resonate within the unique dynamics of the European Union, fostering influence and impact.



Delia Voica

Communications Director

Delia, a seasoned communications and public affairs expert, specialises in formulating communication strategies for diverse clients at Logos. She ensures the execution of these strategies to effectively meet the communication goals of the clients.



Edward McCafferty

Communications Manager

Edward is a talented copywriter and experienced communications professional, with a vast understanding of complex technical content. At Logos public affairs, he oversees the content planning and production for clients in the sustainability, energy and mobility ecosystem.

EU engagement amidst the institutional changeover

Synopsis

In 2019, approximately 60% of Members of the European Parliament were elected for the first time, and this year, the figure could potentially increase. On the one hand, this results in a loss of institutional memory. However, it should also be viewed as an opportunity for stakeholders to share their perspectives and policy priorities with decision-makers who are receptive to new ideas.

From mid-June onwards, MEPs will begin to engage in political debates to define their political priorities before committee memberships and specific responsibilities are determined just before the summer break.



Thomas Thaler

Senior Associate Director

Thomas Thaler is a senior associate director based in APCO's Brussels, where he supports clients with his extensive institutional knowledge and experience. Before joining APCO, he was Chief of Staff and Senior Policy Advisory to several MEPs from the EPP Group at the European Parliament for over a decade. Mr. Thaler was previously an Attaché at the Permanent Mission of Austria to the United Nations.

Elevating an event to an experience

Synopsis

Too often Brussels events have followed a similar format – rich in content and expertise, but low in energy and excitement. But in recent years we are seeing more and more examples of innovative ways to bring a policy discussion to life. Judith Lancaster, Head of Communications at Acumen Public Affairs will provide you with tips and tricks on how to elevate your event to an experience, and talk you through some interesting case studies of putting ideas into action.



Judith Lancaster
Head of Communications

Judith is the communications expert within Acumen. For more than 14 years she is helping public and private sector clients all over Europe to improve communications efforts and develop campaigns relevant to their audiences.

Implementing successful integrated campaigns

Synopsis

Every organisation faces potential issues that, if neglected, may escalate into full blown crises. Learn to step back, plan for challenges, and implement effective campaigns post-EU elections, drawing from Red Flag's global expertise.



Sonia Staicu
Account Director

Sonia, a seasoned political strategist, is Account Director in Brussels. With expertise in the fields of health, digital, security, agriculture, food and drinks, she shapes and oversees impactful public affairs and communications campaigns for clients in Brussels, Europe and beyond.

Lorenzo Torti,
Senior Consultant

Lorenzo has 15 years of experience in public affairs and strategic communications. He has been advising the senior management of blue chip companies, trade associations and NGOs on a wide range of issues, with a focus on sustainability and digital.



Red Flag's clients trust our global team of expert strategists and campaigners – drawn from the worlds of media, politics, business and diplomacy – to cut through the noise and address their regulatory, reputational and communications challenges.

Online campaigning in an election year

Synopsis

The social media landscape has changed dramatically, notably with Twitter becoming X and the rise of new platforms. We will be looking at what this means for public affairs professionals committed to engaging with a new cohort of EU policymakers, as well as at the impact of the new EU rules on online political campaigning, and the increasing role of AI in political communications.



Harriet Fry

Account manager

Harriet is an Account Manager at Hill and Knowlton Brussels and works across technology, sustainability and logistics clients. She focuses on integrated campaigns which combine digital communications, media and traditional stakeholder outreach.



Wout Gevaert

Senior Account Manager

As Senior Account Manager, Wout advises clients on policy communications, public affairs and media relations in the healthcare, energy & industrials, food and sports sectors. He helps clients develop and roll out multi-market integrated communications campaigns.

Turbocharge your email marketing

Synopsis

Emails are dead, long live emails! Often overlooked, email marketing is a very important communications tool able to scale up the visibility of your organisation. Do emojis in subject lines work? Do images impact the deliverability of your email? We will answer these practical questions by looking at real cases and discussing the lessons learned from successes as well as failures. After this training, you will look at emails with a new eye: they will not be an ancillary tool but a strategic (and fun) one!

Doriana Forleo

Communications and Events Director

Doriana is a communications professional with a wealth of experience in the energy and environmental sectors. Over the past 7 years, she has been based in Brussels, where she has been providing communications support to trade organisations, NGOs, and public institutions.



Valentina Ferrara

Communications Manager

Valentina has several years of experience in managing the communications of EU associations as well as EU projects active in different sectors from foreign affairs to financial services, from transport to energy



Euractiv members' best practice: peer-to-peer exchange on successful communication campaigns

Session synopsis

Hosted by Euractiv, the session will foster dialogue amongst communication professionals, centred around effective communication strategies and the difficulties faced in the EU Affairs market.

Two member organisations will present their examples of successful campaigns. Discover strategies employed in well-performing campaigns, and gain actionable insights to enhance your practices.

The key objectives are to share best practice, to foster peer-to-peer exchange, and to discuss the challenges in Brussels' policy comms.



Euractiv is a leading policy media in the EU affairs market. By combining expert EU policy analysis across eight thematic hubs, and impactful reach amongst an influential audience, we hold a unique position in the European media landscape. We bring complex policy discussions to the attention of stakeholders in Brussels and across European capitals.



yellow academy

2024

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