

MASTER CLASS STRATEGIC ADVOCACY FOR PUBLIC SERVICE MEDIA

COURSE DATES

13-15 June 2023
EBU Brussels
Avenue des Arts 56
1000 Bruxelles, Belgium



BRANDS & VALUES

Build the competence and know-how to defend the role, resources, prerogatives and added value of public service media (PSM) in an increasingly adversarial context.

WHO IT'S FOR

Directors and executives in charge of:

- Communications
- Strategy
- Marketing
- Policy

SKILLS LEARNT

- **Meeting the audience:** How to better communicate the value of PSM to stakeholders
- **Storytelling:** How to build a story that shows why PSM are important for society
- **Strategy:** How to prepare positions, organize resources efficiently, and the battle fields
- **Lobbying:** How to influence and persuade interlocutors
- **Negotiation:** How to represent, defend, and bargain your interests

SCHEDULE

Day 1: From 14:00 to 17:00 CET

Day 2: From 09:00 to 17:00 CET

Day 3: From 09:00 to 17:00 CET

FEES

€ 950

PROGRAMME OUTLINE

Module 1: Advocating and/or lobbying?

- Lobbying as part of an advocacy strategy
- Engaging PSM into advocating and/or lobbying

Module 2: Preparing a campaign

- Mapping the scene
- Defining and formulating messages

Module 3: Executing a campaign

- Communicating the messages
- Organising the follow up
- Respecting laws and ethics

Module 4: Approaching and lobbying the EU

- Identifying the competencies of the EU as policy maker
- Strengthen your strength at the EU level

FACULTY MEMBERS

Alain Guggenbühl, Professor and senior practitioner in negotiations and EU policy-making

Pierre Lucas, Manager, orgalime; Secretary general, Europump; Secretary general, Pineurop; Secretary general, EIA

FACULTY MEMBERS

After completing the 4 modules, you will be awarded an EBU Academy Certificate

CONTACT

Frédéric Frantz
frantz@ebu.ch
+41 22 717 21 48

