

Upgrading NGO lobbying practices

An ETI training module specific to the not-for-profit sector

For any non-governmental organisation or civil society movement, it is becoming more and more crucial to acquire an in-depth understanding of the methods and strategies of the private sector.

With the European Union in constant evolution, your capacity to influence the EU decision making process depends directly upon your knowledge of its methods and processes.

The onset of the new Comitology, the appearance of new actors, and the general rise in complexity require the adoption of new communication strategies.

With strong experience and expertise in the field of European Public Affairs, the European Training Institute proposes a “4 pillars” training module specially customized to the needs of NGOs.

2010 Seminar Dates:

February 11 | September 15

Price: € 295 (+21% Belgian VAT)

PROGRAMME

09:00

1st Pillar: What is new (and generally unknown) in the EU decision making process?

- ✚ Policy making versus lobbying: upstream advocacy techniques
- ✚ The Drafting Phase: Public consultations, Impact assessment, Inter-service procedures
- ✚ The Adoption Phase: Council working groups and COREPER, common position (between the 1st and the 2nd reading), conciliation
- ✚ Working with the European Parliament

10:45 Coffee Break

11:00

2nd Pillar: The New Comitology and its strategic consequences on lobbying

- ✚ Comitology ‘stricto sensu’
- ✚ Quasi-legislative measures
- ✚ Consequences on lobbying

13:00 Lunch Break

14:00

3rd Pillar: Business lobbying: myth or reality?

- ✚ Budgets, strategies, organization and leadership
- ✚ EU trade associations, industrial platforms and enterprises
- ✚ Working with the “enemy”? - NGO and industry relations

15:30 Coffee Break

15:45

4th Pillar: Working with the Press in the EU Context

- ✚ Press and Lobbying
- ✚ Dos and don'ts for working with the Press

17:15 End of the day

LECTURERS:

Daniel Guéguen, Executive Chairman, ETI and author of “European Lobbying” (2007)

Yves de Lespinay, Senior Executive Partner, ETI

Vicky Marissen, Director, CLAN Public Affairs – ESL & Network Group

Florence Autret, EU correspondent and journalist

- ETI reserves the right to substitute the lecturers originally appointed by other qualified experts from among our visiting Faculty-

Upgrading NGO Lobbying Practices

February 11

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Enrolment fee: € 295 (+21% Belgian VAT)

Please tick as appropriate

Special discount for our partners. Please specify:

The total amount must be paid upon receipt of the invoice and prior to the course beginning

Please type or print clearly in black, with capital letters. Fields in bold are compulsory for the validation of the enrolment.

Personal details

Mr /Mrs / Ms

Surname

First name(s)

Nationality

Date of birth

Company + Business address

Main field of activity

Position/occupation

Phone/Mobile

Fax

E-mail

@

Billing details

Company

Contact Name

Address

VAT n° (compulsory)

Phone

Fax

E-mail

@

Payment details

Options:

Transfer to **ETI** account **143-0638232-73** Fortis Bank, BIC : GEBABEBB, IBAN : BE27 1430 6382 3273

Av Jules de Trooz 11, B-1150 Brussels (Belgium)

VISA or MasterCard n°

Code

Expiry Date ____ / ____

Please include your full contact details (Name, Company, Seminar and date of seminar)

Cancellation policy:

Over 30 days before Programme beginning	20% of the amount
29 to 15 days before Programme beginning	50% of the amount
14 to 8 days before Programme beginning	75% of the amount
Less than 8 days before Programme beginning	the total amount

Each transfer of registration to other course dates filed later than one month prior to seminar beginning will be charged an extra 20% for administrative costs. No additional charge for qualified substitute participants.

ETI reserves the right to cancel the seminar at the latest 2 weeks before the start date. A full refund of course fees will be allowed, but ETI is not responsible for any other costs incurred (transport, hotels, etc.).

Date

Signature

This Enrolment Form should be returned completed and signed to:

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