



## **Advocacy & Policy Influence Training**

CLC Consultant is delighted to present its Advocacy & Policy Influence training offering, led by an experienced trainer with over 20 years of experience in managing advocacy and communications for multinational companies and NGOs.

Through insights, case studies and real-life simulations, these workshops are highly interactive and will provide teams with practical tools to quickly implement effective strategies and tactics. All workshops can be delivered on-site and virtually.

Audiences include middle/senior management, global/country communications or advocacy teams and key functional leaders. For maximum interaction and efficient facilitation, groups shall not exceed 15 people. Contents include in particular:

### **Developing an Effective Advocacy Strategy**

The objective of this session is to support the overall organisation's strategy by training the relevant teams in charge of implementing it through advocacy. This workshop will review in detail strategic tools and templates such as the "Logic Model/Theory of Change", which are successfully rolled out by leading advocacy organisations. This workshop will also present the effective public policy influence techniques available to organisations when trying to influence the policy agenda. Particular focus can be placed on how to influence the EU and the International Geneva if appropriate.

### **Winning Hearts & Minds Through Strong Narratives & Storytelling**

As organisations compete for "air" and "ear" space with limited resources, convincing internal and external stakeholders requires a set of compelling arguments. This workshop will have the participants develop narratives using tools such as the "Messaging Architecture", which includes storytelling elements, and learn the "bridging technique" to help them handle difficult conversations.

### **Measuring impactful advocacy**

Campaigning can prove both efficient and cost-effective but is often difficult to measure. Through the use of practical tools, this workshop will empower head-office and remote teams to develop easy-to-use measurement frameworks, differentiating between outputs and outcomes.

## **Lead Trainer**



### **Christophe Lécureuil**

Christophe is a seasoned advocate and communicator with 25 years of corporate, consulting, NGO and institutional experience. Highlights of Christophe's corporate career include heading up Government Relations for McDonald's in Europe and managing International Public Affairs for Yum! Brands (KFC, Pizza Hut, Taco Bell) across 100 countries. In this latter capacity, Christophe had the honour of being the company's spokesperson and of spearheading a long-standing partnership with the World Food Program aiming at resource mobilisation and raising awareness around global hunger.

Christophe also enjoyed his time as Head of Corporate Communications at the Global Alliance for Improved Nutrition (GAIN), which allowed him to grasp a thorough understanding of the International NGO community and of its advocacy challenges.

He currently serves as the Executive Director of the European Centre for Public Affairs ([www.theecpa.eu](http://www.theecpa.eu)), a Brussels-based think-tank devoted to promoting excellence in public affairs. Christophe regularly lectures and trains Executives on Advocacy in International Affairs at the Graduate Institute of Development and International Studies in Geneva.

## **About CLC Consultant**

CLC Consultant is an advocacy and reputation management consulting firm founded in 2016, based in Nyon, Switzerland. Recent clients include PEFC, GAVI Alliance, The Graduate Institute, Médecins sans Frontières, BDO Global, Constellium, Fresenius Kabi, Cardinal Health, the International Federation of Pharmaceutical Manufacturers & Association, the World Scout Foundation, the International Boxing Federation, GSK Consumer Health, Roquette Frères and The Cycling Anti-Doping Foundation.

## **Services**

<b>Organizational Strategy</b>	<b>Stakeholder Engagement</b>	<b>Training</b>
<ul style="list-style-type: none"><li>• Advocacy &amp; Public Affairs campaigns</li><li>• Communications Strategy Development</li><li>• Social Responsibility/ESG</li><li>• M&amp;A/Restructuring/Change Communications</li></ul>	<ul style="list-style-type: none"><li>• Issues, Media &amp; Crisis Management</li><li>• Stakeholder mapping</li><li>• Event Management &amp; Moderation</li><li>• Internal Communications</li></ul>	<ul style="list-style-type: none"><li>• Advocacy</li><li>• Media Training</li><li>• Messaging &amp; Storytelling</li><li>• Presentation &amp; Public Speaking</li></ul>