



Advocacy & Public Affairs Training

CLC Consultant is delighted to present its Advocacy & Public Affairs training offering. Through experience, insights, templates, case studies and real-life simulations, this training will be highly interactive and provide practical tools to quickly implement effective influencing strategies and tactics.

In order to cover as many relevant topics as possible while keeping flexibility, it is suggested to adopt a modular approach to this training:

Module 1: Key trends in EU Public Affairs

This introductory session will set the scene for the overall training and cover the top 10 trends affecting public affairs. It will also ensure emerging topics in the field of policy influence are well mastered (2 hours).

Module 2: Developing an Effective Advocacy Strategy

This workshop will review in detail a strategic framework for policy influence known as the “Theory of Change”, a model successfully rolled out by leading advocacy organisations (3 hours).

Module 3: Context Analysis and Stakeholder Mapping

Various analytical and stakeholder mapping tools will be presented during this session, which will draw on best practices from multiple organisations (2 hours).

Module 4: Best practices in lobbying

The purpose of this session will be to identify the specificities of each institutions in order to maximise the impact of lobbying activities and present best practices in engagement (3 hours).

Module 5: Winning Hearts & Minds Through Strong Narratives & Storytelling

As organisations compete for “air” and “ear” space, convincing stakeholders requires a set of compelling arguments. This workshop will cover the development of strong narratives using tools such as the “Messaging Architecture” and provide story-telling elements (3 hours).

Module 6: Innovative Public Affairs Tools and Tactics

This session will review proven or emerging tactics and tools which have a real impact on policy-makers and wider stakeholders, outside the traditional position papers’ approach (2 hours).

Module 7: Coalition-Building

A special focus on coalition-building is essential in EU public affairs, including elements of negotiation techniques, hence this part will provide best practices in that area (2 hours).

Module 8: Presentation and Public Speaking Skills

This highly interactive workshop will provide practical tools to improve public speaking skills, from roundtables to online presentations, a key component of public policy influence (3 hours).

Module 9: ESG and Thought Leadership

Public affairs access or influence require appropriate framing and ESG/Thought Leadership can be an appropriate anchoring point for organisations. This session will cover the recent developments ranging from Corporate Social Responsibility to ESG and provide a practical template to develop a Thought Leadership programme with a view to influencing policy-making (2 hours).

Module 10: Measuring the impact of advocacy & public affairs

Public affairs can prove both efficient and cost-effective but is often difficult to measure. Through the review of a number of tools, this workshop will present easy-to-use measurement frameworks, in particular differentiating between outputs and outcomes (2 hours).

The times are indicative and will vary according to the needs of the trainees for maximum relevance. All workshops can be delivered on-site and virtually.

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.

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), 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 The International Cocoa Initiative, PEFC, GAVI Alliance, The Graduate Institute, Médecins sans Frontières, BDO Global, Constellium, Cardinal Health, the International Federation of Pharmaceutical Manufacturers & Association, the World Scout Foundation, the International Boxing Federation, GSK, Geneva University Hospitals and Roquette Frères.

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