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# Online training “Advocacy in the European Union: how to kickstart your campaign”

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## Programme

**16<sup>th</sup> and 17<sup>th</sup> of February 2023**

**9:00 AM-11:30 AM**

### **Thursday February 16<sup>th</sup>: Back to basics**

- 1. The art and science of storytelling**
  - The art: emotions-driven vs facts-driven communication
  - The science: the structure of a memorable story
- 2. Know your audience**
  - Fundamentals of audience analysis:
    - the “first square meter” approach
  - How to create Audience Personas
- 3. Understand the stakeholders**
  - Map your EU stakeholders to issues
  - The Stakeholder Matrix.
- 4. It’s your turn! The participants will work in groups to:**
  - Create a story for a campaign
  - Map the target audience
  - Build a stakeholder matrix

### **Friday February 17<sup>th</sup>: Ready for action**

- 1. What is specific about communication in an EU-related context?**
  - Interacting with the European institutions and the rest of the players in Brussels.
  - Building trust-based relationships with Brussels-based media.
  - Understanding media and social media usage in Brussels

**2. Integrated communications: basic elements**

- The “**why**”. Your story
- **What** to communicate. Your message
- To **whom** you are communicating. Your audience and stakeholders.
- **How** to communicate. Your channels.
- **When** and **Where**. Your campaign plan.

**3. It 's your turn! The participants will work in groups to:**

- Create an Integrated Communications Plan