
Online training “Kickstarting your advocacy campaign in Brussels”

Programme

6th and 7th of May 2026

9:00 AM-11:30 AM

Wednesday May 6th: Crafting your organization’s story and understanding you audience

1. The power of storytelling in advocacy

- Introduction to storytelling: The art and science behind impactful communication.
- Emotion vs. facts in communication: Finding the right balance to make your story resonate.
- Structuring Your Story: Key elements of a memorable and persuasive story.
- Practice exercise: Write your organisation’s story.

2. Audience and stakeholder analysis knowing your audience:

- Techniques for audience analysis, including the "First Square Meter" approach.
- Introduction to stakeholder analysis: Identifying and mapping EU stakeholders relevant to your campaign.
- Creating audience personas and the Stakeholder Matrix: Practical exercises to understand and engage your target groups.

Thursday May 7th: Designing and launching your advocacy campaign

1. The advocacy mix: strategies for effective campaigning

- Overview of advocacy strategies: Traditional vs. innovative approaches.
- Leveraging technology and AI: Incorporating programmatic advertising and AI to enhance campaign reach and impact.
- Advertising and beyond: Exploring the role of advertising, including digital and programmatic options, in advocacy.

2. Bringing Your Campaign to Life

- Campaign planning with 10 chatGPT prompts: A step-by-step guide to launching a successful campaign.
- Organising memorable events and experiences: Tips for in-person engagement in Brussels.