

## Winning Strategy: A Practical Guide to Effective Influence EIPA EU Lobbying the EU Institutions Seminar

Brussels (BE), 9-11 June 2010



### Introduction

The EIPA EU Lobbying the EU Institutions seminar will equip participants with the knowledge, methodology, tools and confidence to fully understand or more effectively engage in the Brussels lobbying environment. It will address all the key questions for effective influence in Brussels: how the institutions really operate internally, where to find information, when and who to engage, what resources to invest in, what strategies work best and how to maximize impact in any given situation. This will be supplemented with concrete case-studies and practical examples, as well as check-lists for participants to use in their daily work.

This practical seminar will focus on presenting how the core EU institutions work after Lisbon and in cooperation with Athenora Consulting, a respected EU lobbying company, how to approach them. Participants will then be presented with a lobbying methodology that they can apply to all EU institutions, and other Brussels stakeholders, to create a holistic lobbying strategy: a Winning Strategy.

The seminar will be useful for representatives of interests, whether private or public, regional or national, 3rd countries, as well as for EU officials wanting to understand the wider Brussels lobbying environment. The seminar will be a mixture of presentations, discussions and group work on specific case-studies and will present recommendations and inside information from officials within the institutions as well as EU Public Affairs practitioners and expert lobbyists. It also provides a forum for ideas, exchange of good practice and networking.

- **Lobbying after Lisbon – find out what has changed**
- **A unique blend of experienced lobbyists and EU officials**
- **3-day intensive course on how to lobby in Brussels from Europe's leading training institute – EIPA**

# Programme

## FIRST DAY

- 08.30 **Registration of participants**  
**Welcome & Introduction**
- 08.45 **Welcome of Participants**
- 09.00 **Introduction to the Seminar:**  
**Objectives and Expectations EIPA**
- 09.30 **The Decision-Making Cycle and the Stages of Lobbying**
- The Institutional Triangle
  - Preparation, Mapping and Analyzing, Influencing  
*EIPA*
- 10.30 **Group Exercise: Understanding/Experience of Lobbying**
- Initial list of do's and don'ts  
*EIPA*

### Session 1: Preparation: The European Commission

- 11.15 **The European Commission – Detailed Analysis of Internal Processes**  
*EIPA*
- 12.30 Lunch
- 13.30 **Lobbying the European Commission – Outside Perspective**  
*Invited Lobbyist (t.b.c.)*
- 14.30 **Lobbying the European Commission – Inside Perspective**  
*European Commission Official (t.b.c.)*
- 15.45 **Recommendations for Lobbying the European Commission**  
*Athenora Consulting*
- 16.45 **Group Exercise: Understanding/Experience of Lobbying**
- Elaboration of list of do's and don'ts  
*EIPA*
- 17.15 **Questions and Answers**
- 17.30 **End of first day**
- 19.00 Dinner in Brussels Restaurant

## SECOND DAY

### Session 2: Preparation: The Council of the European Union

- 09.00 **The Council of the European Union – Detailed Analysis of Internal Processes**  
*EIPA*
- 10.30 **Lobbying the Council – Outside Perspective**  
*Invited Lobbyist (t.b.c.)*
- 11.30 **Lobbying the Council – Inside Perspective**  
*Council of the European Union Official (t.b.c.)*

- 12.30 Lunch
- 13.30 **Recommendations for Lobbying Council of the European Union**  
*Athenora Consulting*

### Session 3: Preparation: The European Parliament

- 14.00 **The European Parliament – Detailed Analysis of Internal Processes**  
*EIPA*
- 15.15 **Lobbying the European Parliament – Outside Perspective**  
*Invited Lobbyist (t.b.c.)*
- 16.15 **Lobbying the European Parliament – Inside Perspective**  
*European Parliament Official (t.b.c.)*
- 17.15 **Group Exercise: Understanding/Experience of Lobbying**
- Elaboration of list of do's and don'ts  
*EIPA*
- 17.45 **End of second day**

## THIRD DAY

### Session 3: Preparation: The European Parliament (cont)

- 09.00 **Recommendations for Lobbying the European Parliament**  
*Athenora Consulting*
- Session 4: Lobbying Methodology**
- 09.45 **Lobbying Methodology – Tools to define your Strategy**  
*Athenora Consulting*
- 11.45 **Group Exercise: Checklist for a successful lobbying strategy**  
*EIPA*
- 12.30 Lunch

### Session 5: Putting the Theory into Practise; Lobbying Simulation

- 13.30 **Interactive Group Work – Preparation of Case**
- Using institutional and methodological knowledge to prepare a lobbying strategy
- 15.00 **Group Work – Presentations**
- 16.45 **Conclusions: Preparing a Winning Strategy**
- Expanded list of do's and don'ts
  - Good practise in lobbying the EU institutions  
*EIPA*
- 17.30 End of the seminar

# General Information

## Project Team

*Alain Guggenbühl* – Senior Lecturer, EIPA, Brussels

*Alan Hardacre* – Lecturer, EIPA, Maastricht

*Frank Lavadoux* – Senior Lecturer, EIPA, Maastricht

*Nancy Vermeulen* – Programme Organiser, EIPA, Maastricht

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## Programme

The programme will commence on Wednesday 9 June at 09.00 hrs and finish on Friday 11 June at 17.30 hrs.

## Seminar venue

The seminar will take place at the West Midlands European Centre, Avenue d'Auderghem 22-28, 1040 Brussels, Tel : +32 2 740 27 27, [www.westmidlandsineurope.org](http://www.westmidlandsineurope.org)

## Working language

The seminar will be conducted in English and simultaneous interpretation into French will be provided (please note that interpretation will be subject to a minimum number of participants requiring translation). Please indicate your language of preference on the registration form.

## Fee

The participation fee is € 1325 and includes 3 lunches, dinner on the first day, documentation and refreshments. Other meals, accommodation and travel costs are at the expense of the participants or their administration.

EIPA offers its members a reduction of 10% of the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK).

Officials of EU Institutions, bodies and Agencies which have signed a framework contract under LOT 8 are entitled to a 20% discount. This applies to officials coming from the following EU Institutions: European Commission, European Parliament, Committee of the Regions, Council of the European Union, European Economic and Social Committee; and European Agencies: Translation Centre (CDT), European Centre for the Development of Vocational Training (Cedefop), Education, Audiovisual and Culture Executive Agency (EACEA), European Agency for Reconstruction (EAR), European Environment Agency (EEA), European Food Safety

Agency (EFSA), European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), European Medicines Agency (EMA), European Railway Agency (ERA), European Training Foundation (ETF), European Union Agency for Fundamental Rights (FRA), Executive Agency for Competitiveness and Innovation (EACI), European Agency for Safety and Health at Work (OSHA). Other EU agencies not listed above may benefit from this discount through DG ADMIN, European Commission.

If you are eligible for a discount, please tick the box in the registration form. Please note that reductions cannot be accumulated. For more information, please visit EIPA's website: [www.eipa.eu](http://www.eipa.eu) (FAQ-special discounts).

## Registration

Kindly complete the registration form and return it before 7 May 2010 to Ms Nancy Vermeulen, Programme Organiser, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht, tel.: +31.43.3296212, fax: +31.43.3296296, e-mail: [n.vermeulen@eipa.eu](mailto:n.vermeulen@eipa.eu). You can also submit the online registration form which can be found on EIPA's web site: [www.eipa.eu](http://www.eipa.eu)

## Payment

Prior payment is a condition for participation. Please indicate the method of payment on the registration form. In any case, the participant or his/her administration will receive an invoice for the payment of the registration fee. For cancellations received after the date indicated on the registration form we will have to charge an administration fee of € 150 unless a replacement participant is found.

## Cancellation policy

EIPA reserves the right to cancel the seminar up to 2 weeks before the starting date. EIPA accepts no responsibility for any costs incurred (travel, hotel, etc.). For EIPA's cancellation policy, please visit our website [www.eipa.eu](http://www.eipa.eu) (legal notice)



# Registration Form

## Winning Strategy: A Practical Guide to Effective Influence EIPA EU Lobbying the EU Institutions Seminar

9-11 June 2010, Brussels (BE)

Surname: ..... Title: ..... M/F  
First name: .....  
Current position: .....  
Organisation: .....  
Department: .....  
Work address: .....  
Postal code & town: ..... Country: .....  
Tel. no: ..... Fax no: .....  
E-mail address: .....

Language skills: English:  active  passive  none  
French:  active  passive  none  
Language preference:  English  French

### Payment / p:1010801

The participation fee includes participation in the seminar, documentation, 3 lunches, 1 dinner and beverages  
Discount of 10% (Please check first the conditions at [www.eipa.eu](http://www.eipa.eu) (FAQ – special discounts))

**€ 1325**

discount

### Method of payment

Bank transfer

The participants or their administration will receive an invoice for the payment of the registration fee.

Invoice address (if different from the abovementioned address):  
.....  
E-mail: .....

**Credit card**

American Express Card  Eurocard/Mastercard  Visa Card

Card no.: ..... Expiry date: ..... /.....

Name Card holder: ..... (in case this differs from above)

Address Card holder: ..... (in case this differs from above)

Postal code: ..... Country: ..... (in case this differs from above)

Card Validation Code: ..... (the last three digits on the BACK of your card)

(Exempt from VAT by virtue of Article 11, para. 1 (o), subpara. 2 of the Dutch Law on VAT of 1968)

### MEALS

Lunch day 1:  will attend  will not attend

Lunch day 2:  will attend  will not attend

Lunch day 3:  will attend  will not attend

Vegetarian:  yes  no  Fish allowed:  yes  no Other dietary requirements: .....

**As the number of places is limited, please return the completed registration form before 7 May 2010 to:**

Ms Nancy Vermeulen, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht,

tel.: +31.43.3296 212, fax: +31.43.3296 296, e-mail: [n.vermeulen@eipa.eu](mailto:n.vermeulen@eipa.eu)



Your name and address will be part of EIPA's database for our mailing purpose only.  
Please tick  if you do not want to be included in our mailing database.