



CEPOW
Centre for
Policy Writing

EUROPEAN POLICY COMMUNICATIONS IN THE DIGITAL ERA

SUMMER SCHOOL

June 23-26, 2020 | Valencia



JUNE 23 | MODULE A

Don't Miss the Boat! Timing of Policy Communications in EU Advocacy

Description:

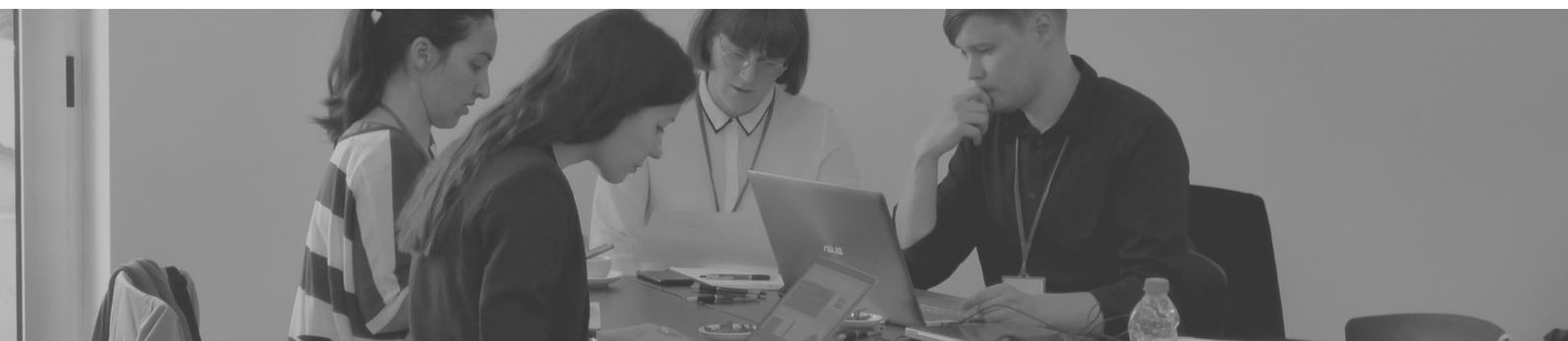
This Module aims to give you a quick recap of EU policy-making while already looking ahead at the policy-writing workshops later in the week. We will start with a quick basic introduction to the basics of EU-policy making to ensure everyone has the same base knowledge. During the exploration of the policy process, we will specifically focus on well-known and lesser-known key entry points for advocacy, and the related format for policy messages. Then we will apply the theory from the first session to policy communications, to help you understand how to target and tailor communications to the different audiences and stages in the decision-making process.

Main Outcomes:

- Understand the EU decision-making process as it happens in 2019
- Know when to intervene and what to bring along
- Learn how to target and tailor policy communications
- Interpret recent developments and their impact on policy writing



Joost Mulder runs Better Europe, an independent Public Affairs organization with a strong network in the “Brussels bubble”. With 15 years' experience in Brussels including as a political assistant to an MEP, a lobby consultant, and head of advocacy at the NGO Finance Watch, Joost is able to build unexpected alliances between different stakeholders.





JUNE 23 | MODULE B

Getting Grassroots Right: Digital Advocacy and Grassroots Campaigning

Description:

Across the globe social movements, governments, political parties and private companies are desperately seeking new ways to engage with a large number of people to achieve their political objectives. There is a new and accessible digital ecosystem to create and foster grassroots movements to achieve our ultimate policy goal. It sounds very tempting but, should we all take this piece of cake? In this workshop we'll develop our skills to dive (and survive) in the complex world of Grassroots Lobbying.

Main Outcomes:

- Analyse worst and best practices of grassroots campaigns.
- Debate ethical and legal implications of grassroots lobbying.
- Explore trends in grassroots campaigning
- Build a draft campaign plan together.



Luca Bonaccorsi is a Director of Sustainable Finance and Digital Engagement at Transport & Environment. He is an economist, a journalist and an environmental campaigner with a track record of successful lobbying in Brussels, London and Rome. Luca is specialised in strategic 'digital grassroots' lobbying.





JUNE 24 | MODULE A

Writing Effective Policy Briefs

Description:

Those working on policy reform have very little time and are drowning in information. Yet for analytical writing and its advocacy to have impact, it must be read and understood by busy people. Following an introduction into the background conditions governing effective writing, participants will in the course of the day also examine policy briefs that had an impact and analyze why and how they were effective.; write a two-page paper advocating policy in a specific sector and receive feedback on their writing; cut down and edit paragraphs so as to understand that all policy writing can potentially be improved; and learn how to write talking points.

Main Outcomes:

- Understand the background conditions governing information overload in the sphere of policy
- Devise ways in which to increase the potential for writing to have an impact on the readership;
- Get familiar with tools that can help produce effective policy writing.
- Be aware of expressions that should by all means avoided in policy papers.



Bernhard Knoll-Tudor is the Director of Executive Education at the Hertie School of Governance in Berlin. He worked for ten years for the Organization for Security and Co-operation (OSCE), where he was involved in policy design and public relations.





JUNE 24 | MODULE B

From Evidence to Policy: Impact Assessments Boot Camp

Description:

Impact Assessments (IAs) and Evaluations are key policy documents in the EU. The REFIT Programme and the 'Evaluation First Principle' have turned evaluations into normal practice. In this Module you will see how the Commission develops Impact Assessments and Evaluations, which steps the documents runs through and what quality standards apply. The module will guide you through the work that is expected from government officials that draft Impact Assessments and Evaluations. As a participant in this module, you can send your questions about Impact Assessments and Evaluation four weeks before the start of the summer school. They will be answered during the module.

Main Outcomes:

- Understand the role of Impact Assessment and Evaluation.
- Know the do's and don'ts when communicating and working with Impact Assessment and Evaluation.
- See how Impact Assessment and Evaluation affect the law-making process.



Erik Akse is an expert in EU decision-making and policy development. Since 2002, he implements Better Regulation policies. He worked, among others, at the Dutch administration, the European Commission and the Western Balkans. He published several books and articles on EU decision-making, the EU policy cycle, and EU Impact Assessment.





JUNE 25 | MODULE A

Op-Ed Writing for Policy Advocacy

Description:

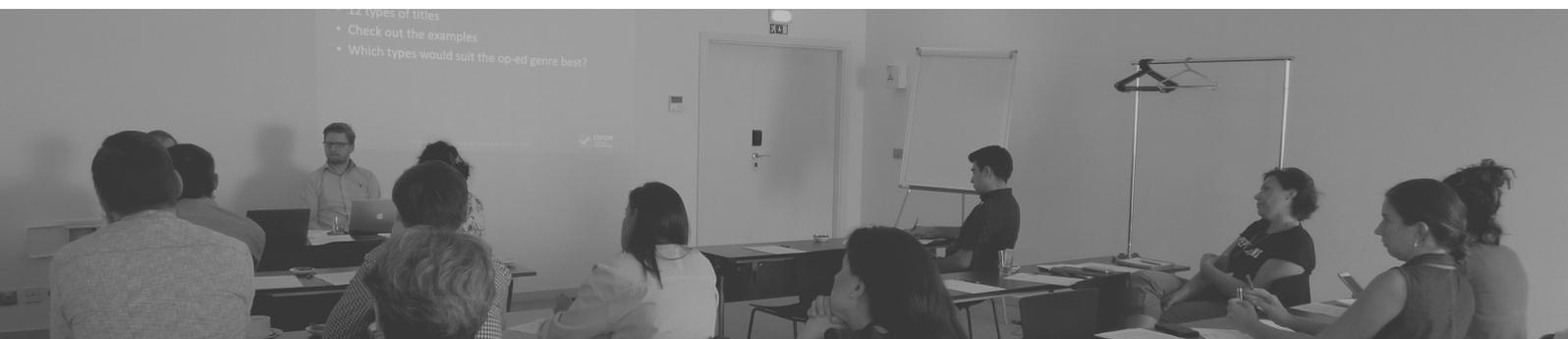
The core purpose of an op-ed is to communicate the opinion of the author to a broader audience. Typically, opinions expressed in policy op-eds put forward evidence-based arguments and ideally propose solutions to the policy problem. The op-ed is an extremely powerful format for everyone willing to take part in a public debate or influence the decision-makers. This full-day module will focus on the op-ed as a genre, its purpose, audience, and features and it will prepare you to write and successfully pitch an op-ed to media outlets.

Main Outcomes:

- Skill-set for Op-Ed Writing
- Workshop – Learning by Doing. We will help you write and pitch your own 700-words op-ed!
- Mentoring: Up to three months after the Summer School: Guaranteed feedback on your op-eds up to 900 words in length.



Dominique Ostyn has nearly two decades of experience in European media relations, policy communication and strategy. Dominique is the director of communication of the Press Club Brussels Europe, gives trainings and workshops on media relations and digital policy communications.





JUNE 25 | MODULE B

Data Visualization Tools and Techniques for Policy Communication

Description:

Today's policy audiences are time-poor with multiple sources of information competing for their attention. Long dense reports and text-heavy briefs struggle to attract readers or communicate key points. Luckily it is easier than ever to create simple, powerful and effective graphics that communicate salient points and encourage a broader interest in the supporting research. In this module, participants will examine:

- Why many traditional graphics are barriers to effective policy communication
- Simple but powerful static graphic examples that use storytelling techniques to make policy communication more powerful
- An example of a fast-evolving digital platform that allows non-specialists to create powerful interactive graphics

Main Outcomes:

- Understand why graphics are critical to writing effective policy briefs.
- Understand how graphics "guide" and "incentivise" readers.
- Understand how to prepare a set of static graphic templates that can be quickly re-purposed with minimal graphic design expertise.



Conor Griffin leads The EIU's Public Policy and Economics consulting practice in the Europe, Middle East and Africa (EMEA) region. In this role, he is responsible for managing the team that designs and delivers bespoke research studies that drive real impact for our clients.





JUNE 26 | MODULE A

Speechwriting for Impact: How to Turn Complex Policy into Compelling Rhetoric

Description:

The Speechwriting for impact course will cover the art of turning complex policy into persuasive and memorable speeches. This course covers the main techniques of speechwriting, from defining a guiding argument, to building a structure and mastering rhetoric. It will discuss effective language for the spoken word, delivery techniques, and creating a wider strategic communications impact. The course is highly practical and participants will be guided through a series of workshops. Examples and discussion are welcome.

Main Outcomes:

- Understand the concepts at the heart of all good speeches.
- Plan and structure speeches to maximise impact.
- Apply techniques to turn complex policy into persuasive arguments.
- Know practical language tips for the spoken word.
- Deploy rhetorical tricks.
- Advise speakers on delivery.



Melanie Dunn was a Chief Speechwriter to the former President of the European Commission, Jose Manuel Barroso. She has also worked for UNESCO Special Envoy and former first lady of Qatar, Her Highness Sheikha Moza bint Nasser, crafting her speeches for the UN General Assembly and World Education Forum. Melanie is now based in Cambridge and writes for the Chief Executives of Cambridge Assessment.





JUNE 26 | MODULE B

How to influence policy through the media

Description:

In a fragmented digital landscape, working with the media is still an effective way to influence the political debate. In this Module participants will learn how journalists work and how and when to approach them to make a real impact on the policy cycle. In addition participants will develop practical skills for turning dry policy materials into sizzling stories. This includes working on techniques for crafting media narratives and metaphors that capture headlines while practising their briefing and crisis management skills under pressure of time.

Main Outcomes:

- Develop skills for constructing compelling and effective media messages and narratives
- Develop techniques for managing difficult and challenging media enquiries, interviews and crises
- Have a clear understanding of how and why working with journalists can be a key pillar of advocacy campaigns
- Understand how journalists – both in Brussels and beyond - work, their constraints and what they look for in a story



Laura Shields is the founder and Managing Director of Red Thread, a Brussels-based communications agency specialising in media, presentation and message training. Laura started her career at CNN and CNBC in London before moving to the BBC where she initially worked as the Economics and Business Analyst and then as a producer for Radio 4.



Find out more and register here!

This is the third edition of our Summer School "European Policy Communications in the Digital Era". The previous two Summer Schools were held in Madrid (2018) and Lisbon (2019). Participants in CEPOW Summer Schools have come from a diverse range of organizations. Check out our client list [here](#) to get an idea.

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