Centre for Policy Writing

SUMMER SCHOOL | European Policy Communications in the Digital Era

Lisbon, Portugal

16-19 July 2019

MODULE DESCRIPTIONS

HOW TO REGISTER

To register, please fill in the online registration form and choose between one and four Modules described below. The number of places in the Modules is limited to 20. Applications are considered in priority order, according to the date of their submission. After the completion of the prescribed quota of places, no application will be accepted. Upon acceptance, you will receive an invoice for the registration fee. For any inquiries or group registrations please contact us at office@cepow.org.

Day 1: Module A

Date: 16.07.2019

Time: 09.00 – 17.00

Don't miss the boat! Timing of policy communications in EU advocacy
Trainer: Joost Mulder, Better Europe Public Affairs

Description

The first module of the summer school 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 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 expert with a strong network in the "Brussels bubble" and in civil society, with a broad knowledge of EU financial services legislation. 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. His current clients include NGOs defending environmental, human rights and shareholder interests, as well as real economy business.

Joost has deep knowledge of EU decision-making and first-hand lobby experience on less documented procedures such as trilogues and Council negotiations, secondary legislation (DA/RTS/ITS) and the implementation of EU legislation, and has shared his experience through webinars, book contributions and guest lectures at academic institutions.

Day 1: Module B

Date: 16.07.2019

Time: 09.00 – 17.00

Getting Grassroots Right: The Complex World of Grassroots Lobbying
Trainer: **Sara Rodriguez Marin**, Airbnb

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. Mobilising constituents to achieve policy or public opinion goals is at the core of our democratic systems. However increased access to digital tools, data and content creation have made it easier, cheaper, and faster to reach the masses. There is a new and accessible ecosystem to create and foster grassroot 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. During the first part of the workshop we'll explore together the key principles of grassroot mobilisation/lobbying focusing on how to avoid "astroturfing": fake grassroots. Then we'll define together what key questions should you ask yourself before pulling the trigger of mass mobilization. In the second part we'll explore tools and resources to design, plan and execute creative grassroots campaigns: setting objectives, optimizing resources and measuring success.

Key outcomes

During the workshop we will:

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

Back home you will be able to:

- Decide if grassroot tactics have a fit within your policy or public opinion goals
- Create a compelling pitch to get resources for a grassroot campaign
- Optimise resources to execute effective and impactful grassroot campaigns
- Decide if you want to *click here to call your MEP office and ask her/him to vote against this piece of legislation…*

Sara Rodriguez Marin is a strong advocate for the collaborative economy and digital platforms in Spain. Before leading the policy efforts of Airbnb in Spain and Portugal she led the Policy and Institutional Relations of Adigital, the most important digital platforms association in Spain. Before that, Sara was the Public Policy Connector for OuiShare Spain, focusing on Collaborative Economy, Digital Platforms, Intellectual Property & Competition Law. Sara is a lecturer of legal issues in the digital economy at the MBA in Business and Digital Transformation at the European University in Valencia and of Digital Regulation and Online Platforms in the field of Tourism, Urbanism, and Homesharing at the University of Balearic Islands.

Day 2: Module A

Date: 17.07.2019

Time: 09.00 – 17.00

Writing Effective Policy Briefs

Trainer: Bernhard Knoll-Tudor, Hertie School of Governance

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. The second day of the Lisbon summer school will examine pieces of writing that had an impact and analyze why and how they were effective. Following an introduction into the background conditions governing effective writing, participants will in the course of the day also:

- analyse why an existing policy brief failed or succeeded in achieving impact;
- 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;
- learn how to write talking points.

Key outcomes

At the end of the workshop, participants will be

- able to understand the background conditions governing information overload in the sphere of policy and devise ways in which to increase the potential for writing to have an impact on the readership;
- familiar with tools that can help produce effective policy writing: understanding your audience; choosing among types and templates of policy papers; asking about the who, what and why of a policy brief;
- aware of expressions that should by all means avoided in policy papers – detail, wordiness, clichés, etc. – and know how to apply this guidance to their actual writing of a policy brief;
- able to appreciate why certain policy papers have more impact than others as they excel in clarity, use data at crucial points of the argument, build up dialectics as part of dramatic sequencing and provide a policy solution that use imagery in a strategic manner.

Bernhard Knoll-Tudor is the Director of Executive Education at the Hertie School of Governance in Berlin. Prior to his appointment at the school, he served as director of the Global Policy Academy at Central European University, Budapest. He worked for ten years for the Organization for Security and Co-operation (OSCE), an international organization devoted to "hard" security as well as to human rights diplomacy where he was involved in policy design and public relations.

Day 2: Module B

Date: 17.07.2019

Time: 09.00 – 17.00

Impact Assessment and Evaluation in the EU: The Pinnacle of Policy Writing
Trainer: Erik Akse, Impact Assessment Institute

Description

Impact Assessments (IAs) and Evaluations are key policy documents in the EU. Important Commission proposals are always supported with an Impact Assessment. The REFIT Programme and the 'Evaluation First Principle' have turned evaluations into normal practice. But how does the Commission draft IAs and Evaluations? Why are they so important? What does a Commission official have to do? What quality standards apply? Who is involved in the work? How to draft contributions for these documents? And what are the best moments to do so? 'The pinnacle of policy writing' provides answers to these questions and more. 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 Commission officials that draft Impact Assessments and Evaluations. It will provide the insights to structure your communication strategy so you can have an impact on them. You will also see how the work of the Commission enables you to prepare for the moment when the Parliament and the Council get officially involved as co-legislators. 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.

Key outcomes

By the end of the course, participants:

- Understand the role of Impact Assessment and Evaluation
- Are familiar with the obligations that Commission officials have to comply with
- Are more familiar with the Commission's internal decision-making processes
- Know the do's and don't's 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 such as ex-ante Impact Assessment, ex-post Evaluation, Stakeholder Consultation, Administrative Burden Reduction, and Legislative Simplification. He worked, among others, at the Dutch administration, the European Commission and the Western Balkans. He is co-founder and non-executive Director of Training at the Impact Assessment Institute. He published several books and articles on EU decision-making, the EU policy cycle, and EU Impact Assessment.

Day 3: Module A

Date: 18.07.2019

Time: 09.00 – 17.00

Op-Ed Writing for Policy Advocacy
Trainer: Dominique Ostyn, Press Club Brussels Europe

Description

Policy-oriented op-eds are short written pieces on issues of public policy published in most of major print/online media outlets and submitted by authors external to the respective media outlets. 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. Everyone is free to submit an op-ed to a media outlet. This Module will teach you how to write it and how to succeed in getting it published.

Key outcomes

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.

Benefits:

- 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. Most recently, Dominique is also the co-founder of TheBattleground.eu, a new media start-up that aims to counter false narratives and propaganda that are eroding trust in politics and the media. Dominique was the opinion editor and director of communication of EURACTIV for 8 years. Dominique helped establish and grow the think tank Friends of Europe and related policy journal Europe's World for almost a decade before that.

Day 3: Module B

Date: 18.07.2019

Time: 09.00 – 17.00

Speechwriting for impact – how to turn complex policy into compelling rhetoric
Trainer: Melanie Dunn, Cambridge University

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.

The course elements include:

- Speech planning – tailoring speeches for specific audiences, messaging and the importance of a defining argument.
- Speech structure and flow – stories and statistics, the importance of signposting.
- Language for the spoken word – rhetorical devices, sentence structure and punctuation for impact.
- Essential components and delivery – working with multilingual speakers, visual props and ideas for strategic communications.

Key outcomes

By the end of the course, participants should be able to:

- 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 has been writing speeches for almost ten years and considers it an immense privilege. She spent almost three years as Chief Speechwriter to the former President of the European Commission, Jose Manuel Barroso. She worked on his high-profile State of the European Union speeches, as well as on speeches covering a wide variety of topics, from environmental to industrial policy. 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 – a branch of Cambridge University.

Day 4: Module A

Date: 19.07.2019

Time: 09.00 – 17.00

Digital Public Affairs: How to Adapt to an Ever-changing Online World
Trainer: Louise Day, FleishmanHillard

Description

We are living in unusual times. Social media has inarguably changed the face of international politics forever. The reality is that the business impact of politics and political decision-making is growing, and companies ignore it at their peril. The "keep your head down" approach is not effective in the current environment, and many are learning that silence (or ineffective use of social media) simply leaves the field open for those with opposing agendas to your own.

As a result, public affairs (and particularly digital public affairs) is an increasingly critical skill to master. In this session we will:

- Examine the rise of digital public affairs- starting with the watershed moment of the 2014 European election to today's landscape and challenges.
- Explore the principles behind digital public affairs- demystifying the domain which is still misunderstood by many practitioners.
- Analyze the emerging trends in digital and social in the next 5 years- what works in public affairs, and what's just a novelty?
- Put the theory into practice by getting to grips with all of the steps required to build an effective digital public affairs strategy.

Key outcomes

At the end of the workshop, participants will:

- Understand the rise of social media and the effect it has had upon politics and policymakers;
- Understand the fundamentals behind building a solid digital public affairs strategy;
- Be initiated into the exciting world of digital public affairs, where the rules change often, the core principles stay the same and improvisation is critical.
- Be able to discern between 'flash in the pan' emerging trends and those which can be used as a meaningful public affairs tool.

Louise Day is the Digital and Social Lead at FleishmanHillard in Brussels. FleishmanHillard is a global PR company that specializes in reputation management, public affairs, brand marketing, digital strategy, social engagement and content strategy, with more than 80 offices in 30 countries. Louise has previously worked in a communications capacity for a FTSE 100 company, the European Commission and an international organization. Louise leads pan-European digital public affairs campaigns and builds strategies for clients from a variety of sectors- from energy to pharmaceuticals

Day 4: Module B

Date: 19.07.2019

Time: 09.00 – 17.00

Everyone Wants a Podcast in 2019: The Art of Using Podcasts for Policy Communication
Trainer: Ryan Heath, POLITICO

Description

Everyone wants a podcast in 2019: it's the new must have communications tool, cool and modern, yet something every generation can understand. After all, it's on-demand radio.

Yet most podcasts have an audience of just a few hundred, and often not the few hundred people the makers intend. The bottom line: anyone can make a podcast, but few people are making good ones, yet not everyone has access to a fancy studio or a team of thousands to support making a podcast.

In this Module, you will learn about the different value that can be achieved by a podcast versus a video or a social media post.

This Module will guide you through the art of storytelling and interviewing, help you find cheap ways to achieve good audio quality, and share practical tips and problem-solving exercises that the POLITICO team learned by trial and error in the creation of EU Confidential.

Key outcomes

At the end of the workshop, participants will:

- Understand why podcasts have risen in prominence, and why their appeal is still limited

- Learn what makes the most successful podcasts succeed

- Be initiated in the art of getting an interview to flow

- Gain insights into how to put your own views aside in favor of your audience's needs

- Gain ideas on how to apply podcasts to your own policy or political field

- Walk away with handy tips on how to avoid bad audio, at a low price

- Feel confident to try creating a podcast in your own home or office environment

Ryan Heath is political editor at POLITICO Europe and leads POLITICO's elections coverage. He joined POLITICO in 2015 and for three years wrote the Brussels Playbook column, before creating the EU Confidential podcast and column. In its first 100 episodes EU Confidential has featured 10 prime ministers,10 European Commissioners and a range of CEOs and activists and other political figures. Ryan began writing for national newspapers in his native Australia in 1999, and worked for the British civil service, and then for seven years as a speechwriter and spokesperson for the European Commission for President Jose Manuel Barroso and Vice President Neelie Kroes as a spokesperson. Ryan is regular policy commentator on outlets such as BBC, CNN, MSNBC, and Deutsche Welle.

2019 Summer School in Lisbon, Portugal
"European Policy Communications in the Digital Era"
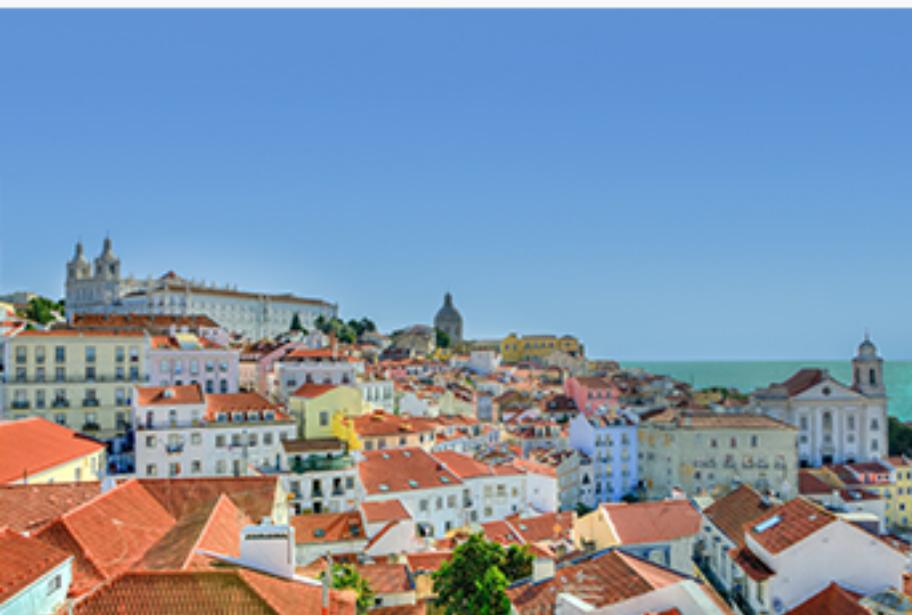
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