



Lobbying in Brussels

December 8th 2012, University Library, Amsterdam

Are you in The Netherlands, in need of some training in EU lobbying and not a Dutch speaker? Join us for this seminar, which is designed for young professionals, recent graduates and advanced students (academic/higher vocational), who need practical lobbying know-how, as a contribution to their current or planned activities with an EU aspect.

On the basis of our EU and general lobbying expertise we have developed this interactive training, aiming at strengthening participants' practical knowledge and skills. They will learn, in addition to the formal basics of the European Union according to the group's background, about real life policy making, who are the major players, how best to approach them and how to have an effective impact on EU policies.

Date: Saturday, December 8, 10.30 a.m. – 5.00 p.m.
Costs: 95 € p.p. incl. documentation, drinks & lunch (discount for UvA students)
Location: University Library (UvA), Singel 425, Amsterdam
Registration: practicalpoliticseu@gmail.com

Program:

Morning 10.30 – 12.30: Who, what, where and how ?

European Union:

- EU competencies: what is the EU (not) dealing with?
- EU Political decision making and lobbying entries

Lobbying, general and in EU context

- What is lobbying? Practice and theory
- EU lobbying: profit, non-profit, local + regional authorities

Afternoon 1.30 – 5.00 p.m. : let's do it !

Lobbying methods and strategies

- Design and present a lobbying plan
- Improve your practical skills

Winding up

- What have you learnt?
- After-care by trainers (3 minute consultations)

Trainers:

Melissa Marijnen has founded Practical Politics EU and is a political scientist, graduated on European lobbying. She is an active member of the Youth Food Movement (Slow Food) and develops educational programs for young professionals. For this EU lobbying project Practical Politics EU cooperates with Peter Sluiter, political scientist + long time lobbying practitioner, advisor, trainer and academic teacher, especially in the EU and global non-profit sector.

www.practicalpoliticseu.com

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