

YELLOW ACADEMY PROGRAMME 2018





CREDIBILITY



COMMUNICATION



STAKEHOLDERS



SOCIAL MEDIA



INFLUENCING



MESSAGE



REGULATORY AFFAIRS



BRUSSELS PRESS CORPS



CAMPAIGN

The **Yellow Academy** is celebrating its seventh year!

The **Yellow Academy** is a series of **7 workshops** on EU Lobbying and Communication with a strong focus on case studies. The key concept of these sessions is to focus on sharing the latest trends in **communication and lobbying** and illustrate them with concrete examples, in order to generate interaction between participants.

Trainers have been selected from among the **best consultancies in Brussels** in order to spark vibrant interactions. Participants are EURACTIV's communication partners coming from trade associations, corporations, NGOs, political parties or think tanks.

WHO SHOULD ATTEND

- Senior management.
- Please note that each workshop is limited to 25 seats.
- Registrations are on a first-come, first-served basis.
- These workshops are for EURACTIV Members only and will take place at EURACTIV's offices in the International Press Centre, Boulevard Charlemagne 1, in Brussels.

WORKSHOP OUTLINE

Each workshop will take place during lunch time from 12.00 until 13.30 :

- 12.00 Sandwich lunch and drinks
- 12.30 Presentation
- 13.00 Open discussion

EXPERTS

acumen
public affairs

FLEISHMANHILLARD
The power of true

F T I
CONSULTING

Hill + Knowlton
Strategies

Kellen

RED FLAG

RUD PEDERSEN
PUBLIC AFFAIRS

WORKSHOP DATES IN 2018

W 1

25 JANUARY

Brussels and capitals -
leveraging Public Affairs efforts

RUD•PEDERSEN
PUBLIC AFFAIRS

W 2

22 FEBRUARY

Why and how companies and
associations have "hybrid
solutions" for European
representation

 **Kellen**

W 3

22 MARCH

Navigating the grey zone:
where policy meets reputation

 **F T I**
CONSULTING

W 4

17 MAY

Preparing for the institutional
changeover 2019 - is your
organisation ready?

acumen
public affairs

W 5

21 JUNE

How to turn an issue
into a campaign

 **RED FLAG**

W 6

27 SEPTEMBER

Crisis Management
in the digital age

 **Hill+Knowlton**
Strategies

W 7

18 OCTOBER

The importance of creative
public affairs

 **FLEISHMANHILLARD**
The power of true

W1 • 25 JANUARY

Brussels and capitals - leveraging Public Affairs efforts

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Presented by Martin Bresson

RUD PEDERSEN
PUBLIC AFFAIRS

**MARTIN BRESSON,
MANAGING PARTNER**

Martin Bresson is the Managing Partner in Rud Pedersen's Brussels office.

Before joining Rud Pedersen, Martin Bresson was strategic advisor to clients and the leadership team at FleishmanHillard, a leading consultancy in Brussels. Martin served global, European and Nordic clients from all sectors with emphasis on financial services and cross-sectorial issues such as competition, trade and tax.

Martin has more than a decade of experience in working with a variety of complex regulatory issues and working with the political institutions in the European capital. He was director for International Affairs in the Ministry of Business and Growth before he settled in Brussels. Following this, he was responsible for negotiating the financial services files as well as overseeing the internal market and trade files during the Danish Presidency of the European Union in 2012.

W2 • 22 FEBRUARY

Why and how companies and associations have “hybrid solutions” for European representation

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Presented by Alfons Westgeest



**ALFONS WESTGEEST, RESPONSIBLE
FOR KELLEN IN BRUSSELS, CHINA /
RESPONSIBLE KELLEN'S GLOBAL BUSINESS
DEVELOPMENT FOR KELLEN AND ITS CLIENTS**

Alfons Westgeest leads Kellen's global development and operations, from our offices in Brussels, Belgium and Kellen's Beijing, China. He is also responsible for Kellen's strategic affiliates in Asia, Middle East and South America.

Alfons is involved in client board and member meetings, strategic planning and government affairs. He is a member of the Kellen's Executive Committee and is responsible for preparing and implementing the company's global expansion. He has expertise in various sectors including automotive, engineering, electronics, food, health care, construction, and financial services.

Alfons leads a team of 30 European professionals from 13 nationalities who advise, manage and represent European and U.S. based associations in various industries. He is also responsible for Kellen's Beijing office, which has recently expanded to serve multiple international associations in China.

A graduate of Leyden University in the Netherlands, he holds a Master degree in Commercial and European law and was previously a partner at EY. Alfons is a former Board member of ASAE (American Society of Association Executives) and ASAE Fellow since 2006. He represents Kellen at Chambers of Commerce in Europe and Asia and received the 2011 'Outstanding Contribution to EU Public Affairs' award.

W3 • 22 MARCH

Navigating the grey zone: where policy meets reputation

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Presented by Lauren Burge



**LAUREN BURGE,
SENIOR DIRECTOR**

Lauren is a Senior Director in the Corporate Reputation team at FTI Consulting Brussels where she heads the growing Content Marketing practice and manages a variety of client assignments across industrial, technology and telecommunication segments.

Lauren brings a mix of strategic communications expertise to her clients and is a specialist in managing global or regional communications programmes in the business-to-business space. Her experience in corporate communications, strategic media relations, and social and digital media allows her to bring not only out-of-the-box creative thinking but critical project management to her client work.

Over the years, Lauren has worked with leading global brands including The Dow Chemical Company, Facebook, Epson, and Ooredoo. As a British national, Lauren speaks fluent English and holds a BA in Marketing and Management from the University of Newcastle upon Tyne

W 4 • 17 MAY

Preparing for the institutional changeover 2019 - is your organisation ready?

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Presented by Giles Keane

acumen
public affairs

**GILES KEANE,
PARTNER**

Giles Keane has ten years' experience in EU public affairs consultancy. Prior to joining acumen public affairs as a founding partner, he was a Director at Hill & Knowlton in Brussels. His first role in Brussels was as a trainee in the External Relations Director General of the European Commission. Giles' strength lies in his ability to combine traditional public affairs with other communications disciplines to provide integrated communications counsel to his clients. He has worked across numerous sectors and policy areas including food & agriculture, environment & energy, healthcare and international trade.

Current and recent clients of Giles since the creation of acumen include Cargill Europe, the European Federation of Pharmaceutical Industries and Associations, Heineken, LEO Pharma, PlasticsEurope, Procter & Gamble and Syngenta. Previous clients of relevance include the British Poultry Council and US national renderers association for whom he monitored and advised on EU veterinary legislation, the European Sugar Manufacturers Association, Kellogg's, and the European Whey Producers Association. Giles is an Irish national and in addition to his native English, he speaks fluent French and Spanish, as well as conversational Italian.

W5 • 21 JUNE

How to turn an issue into a campaign

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Presented by Shane Fitzgerald



**SHANE FITZGERALD,
DIRECTOR OF CAMPAIGNS**

Shane manages engagement campaigns for Red Flag across Europe, coordinating with multiple agencies, consultants and stakeholders. Shane previously worked in a senior regional public affairs role for Diageo, managing tax, trade, regulatory and reputational issues in 21 countries across Asia Pacific. Shane also worked as a policy analyst and communications manager for the Institute of International and European Affairs in Dublin.

W6 • 27 SEPTEMBER

Crisis Management in the digital age

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Presented by Uzo Madu



UZO MADU, ACCOUNT MANAGER

Uzo works across the Public Affairs and Corporate Communications practices. Prior to joining H+K, Uzo was the Communications Coordinator for the European Interactive Digital Advertising Alliance (EDAA), managing their internal and external communications activities, with a specific focus on political and B2B communications. Prior to that, she was an Account Manager at a boutique Brussels-based consultancy working across their Public Affairs and Communications practices, advising clients in the healthcare, digital and agricultural sectors at both EU and international level.

Uzo also runs her own online media platform, producing vlogs and blogs on EU-Africa current affairs issues. She is also a freelance writer and moderates high-level panels for international institutions such as the European Union, the World Trade Organisation (WTO), the United Nations Economic Commission for Africa (UNECA) and the United Nations Industrial Development Organisation (UNIDO). Uzo has also made media appearances in Forbes Africa, RFI Internationale, Internazionale, CNBC Africa and BBC World News.

Uzo is a British national and holds an LLB Law with International Studies Degree from the University of Surrey and is currently completing a Masters in EU External Relations at KU Leuven, Belgium.

JOSEPH LEMAIRE



Presented by Joseph Lemaire

Joseph joined Hill+Knowlton in August 2014. He works across the Public Relations, Public Affairs and Corporate Communications practices. His current and past clients include organisations in the sectors of health, transport, technology, professional services, food and sports. Through his work he has built specific experience in crisis communications, media relations, media training and stakeholder engagement.

Before joining H+K, Joseph worked for the European Council of the Liberal Professions. There, he assisted the association in its relations with the EU institutions as well as with its member organisations. He also has experience in political communication, event management and sponsorship campaigns.

Joseph holds a Masters in Public Relations (magna cum laude) from the Université Catholique de Louvain as well as a Masters in European Politics (summa cum laude) from the Université Libre de Bruxelles.

Joseph is a Belgian national. He speaks French, English, Dutch and Spanish.

W7 • 18 OCTOBER

The importance of creative public affairs

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Presented by David Turier



DAVID TURIER, VICE PRESIDENT

David specialises in providing strategic counsel for clients seeking to influence policy whilst bridging the gap between more traditional government relations and fully integrated campaigning. David has been involved in creating large-scale communications campaigns for clients in the aviation, chemical, energy efficiency, tech and food sectors. Recently, he creatively led and managed the Alliance for Responsible Democracy, a fake campaign for the European Youth Forum that was awarded 'European Campaign of the Year' at the 2014 European Excellence Awards and won the internal FH Sparks award for creativity in 2015.