

EUROPEAN AFFAIRS

WHY KELLEN EUROPE?

As the leading Association Management Company in Brussels, Kellen Europe has built up over the years a high-level of expertise in EU affairs focused on associations in particular.

We differentiate ourselves from other companies through our in-depth understanding of associations and how they function. We know that providing services for an association requires a different approach than public affairs for an individual corporation. We understand how important the internal processes are of an association especially in relation to interest representation.

In parallel, our staff offers a solid expertise in EU affairs. We do not limit ourselves to providing advice on how to influence the institutional decision making process and the strategic political developments. We assist your organization from start to finish and will also provide guidance on assessing the impact of decisions and policy changes which are of importance for the sector you represent.

This combination of association knowledge and expertise in public affairs makes that Kellen Europe understands the needs of your organization and can effectively translate these into concrete and tailor made actions in the most efficient way.

EUROPEAN AFFAIRS SERVICES

Kellen Europe EU Affairs Services

Interest Representation

- Strategic Analysis
- National/EU/International Campaigning
- Mandate Representation
- Interface with policy and law makers
- Communication tools and integrated content

EU Media Relations

- EU public affairs and media
- Covering press events in Brussels and Strasbourg
- Press releases, dissemination and follow up
- Focused communication
- Executive coaching

Policy Analysis

- Market research programmes
- Competitive analysis
- Advisory services
- National/EU/International forecasting

Issue Management

- Monitoring progress & trends
- Tracking legislative updates
- Media coverage and policy trends
- Implementation of global watch for future developments

CONTACT

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Kellen Europe is the European base of the Kellen Company headquartered in Atlanta and with offices in Beijing, Brussels, New York, Singapore and Washington D.C. and Global alliance partners, among others in China, India, Japan and the Middle East